



## Position Announcement

*Visit Colorado Springs (VCOS) is the premier destination marketing organization for Colorado Springs and the Pikes Peak Region. Our mission is to create economic vitality through memorable visits to the wonders of Colorado Springs and the Pikes Peak Region.*

POSITION INFORMATION	
Position Title: Marketing Coordinator	Posting Date: 6/10/22
Department: Marketing & Communications	Reports To: Director of Marketing

FLSA CLASSIFICATION	
Exempt <input type="checkbox"/>	Non-Exempt <input checked="" type="checkbox"/>

PURPOSE/OVERVIEW
This position is responsible for providing marketing support to the VCOS Marketing Department in a variety of projects to promote Colorado Springs and the Pikes Peak Region as a destination. The primary goals of this department are to create awareness of the destination, inspire the target audience to begin information gathering, convert potential visitors into actual visitors and get visitors to our Partner businesses. By supporting these goals, this position helps to fulfill the organization's mission to bring economic vitality to Colorado Springs and the Pikes Peak Region.

ESSENTIAL DUTIES/RESPONSIBILITIES
<ul style="list-style-type: none"><li>• In-house graphic design – print and digital</li><li>• Publication development and copywriting</li><li>• Printed collateral and promotional item development</li><li>• Website management and content creation</li><li>• Social media management and content creation</li><li>• Photography/videography</li><li>• Email campaigns</li><li>• Event assistance</li><li>• Performance reports</li><li>• Other projects as assigned</li></ul>

(Continued)



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MINIMUM QUALIFICATIONS	
Education	Bachelor's degree (or impending degree) in marketing, digital marketing, communications, or a related field is preferred
Experience	1-2 years of marketing experience in a job, internship or related role preferred
Knowledge, Skills & Ability	<ul style="list-style-type: none"> <li>• Strong knowledge of and interest in the local tourism industry</li> <li>• Background or coursework in marketing, copy writing/editing and managing social media accounts</li> <li>• Proven ability to prioritize and manage multiple projects/responsibilities simultaneously within a deadline-driven environment</li> <li>• Ability to take initiative and think creatively</li> <li>• Strong interpersonal skills, maturity, and good judgment</li> <li>• Capability of communicating in a professional manner with a diverse range of individuals, both verbally and in writing</li> <li>• Proficient technology skills; MS Office (Teams, Word, Excel, PowerPoint &amp; Outlook), Adobe Creative Cloud (InDesign, Illustrator, InCopy, Photoshop)</li> </ul>
Traits for Success	<ul style="list-style-type: none"> <li>• Self-starter and creative thinker</li> <li>• Efficient and innovative</li> <li>• Detail oriented</li> <li>• Effective written and verbal communicator</li> <li>• Collaborative as well as being able to work independently</li> </ul>
Working Relationships	All levels of VCOS employees, partners, and prospects
Pay Range/Benefits	Salary range \$43,000 - \$55,000, may vary upon experience; Benefits include Paid Time Off, holiday pay, sick pay, health, dental and vision insurance options and may participate in the IRA program with VCOS matching up to 3% of pay. Moving expenses not provided.

### Application Instructions (please read carefully and follow all instructions)

Please email **cover letter and resume** to [Marketing@VisitCOS.com](mailto:Marketing@VisitCOS.com) before 4pm, June 24, 2022. Cover letter and resume should be combined into a *single Word or PDF document*, not within the body of the email. In the cover letter, please address specifically how you meet the above requirements and when you are able to start. No calls, please.

Visit Colorado Springs is an equal-opportunity employer.