



## City of Irving Job Description

### CVB Marketing & Communications Coordinator

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| <b>FLSA Status:</b> | Non-Exempt | <b>Job Department:</b>         | Irving Convention & Visitors Bureau (ICVB)                   |
| <b>Job Code:</b>    | 7652       | <b>Reports To (Job Title):</b> | Assistant Executive Director<br>- Marketing & Communications |

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#### **PURPOSE**

To provide high-level support for the ICVB Marketing and Communications division. This position maintains and distributes Irving Convention and Visitors Bureau (ICVB) and Irving Convention Center (ICC) Communications/Media Library content, electronic and printed collateral, and marketing specialty items. Serving as the liaison for key community outreach programs such as the Thomas Haley Elementary Reading Buddies and High Spirited Citizens programs, it requires interacting with residents, clients and media, and representing the ICVB and ICC at various events, shows and media tours. Further, this position provides backup support for the CVB Office Manager during absences, as well as front desk backup support during daily breaks, according to a pre-set schedule.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.\*

- Provide administrative support for the Assistant Executive Director – Marketing & Communications, the CVB Marketing Director, CVB Communications Manager, and the CVB Marketing Manager, as well as other ICVB and ICC departments, as requested.
- Compose, proofread and edit blogs, website copy, reports, documents and newsletters; Compose and post copy for both the ICVB and ICC websites and weekend events blog.
- Proofread and edit marketing documents; Coordinate inventory and distribution of marketing and media materials, including press kits, photographs, press releases, collateral, specialty items and swag.
- Conceptualize, create and develop the monthly Admin Newsletter (The Crown).
- Perform various updates to both the ICVB and ICC website, including attractions, events, hotels and restaurants.
- Update and maintain various databases; Compile monthly report of area events for local restaurants; Update and distribute weekly Administrative calendar.
- Act as liaison for the Reading Buddies Volunteer program at Thomas Haley Elementary, which includes the recruitment, training and scheduling of volunteers, the execution of weekly reading intervention for school-identified at-risk students, and the coordination of student-read pledge of allegiance at the ICVB Annual Meeting.
- Act as liaison to ICVB Board, Mayor and City Council as it relates to the High Spirited Citizens program, which includes attending quarterly Community Relations Committee meetings, managing the nominee process, and coordinating the High Spirited Citizens' holiday parade presence.
- Interact with clients and members of the media at various ICVB and ICC events.
- Conceptualize and create printed and electronic invitations for ICVB and ICC staff.
- Record expense reports for AmEx expenditures and travel expenses through online software.
- Act as backup to perform DDR (accounting) entries.

## **OTHER DUTIES AND RESPONSIBILITIES**

- Create gift baskets for ICVB and ICC clients and media.
- Record weekend events “on hold” messages.
- Provide assistance and/or relief to the CVB Office Manager and other administrative team members in the case of absences or excessive workload to further the overall mission/objectives of the Bureau.
- Coordinate and distribute Music Factory concert tickets.
- Maintain accounting expenditure and reporting process through Nexonia.
- Compose and email daily roundup of Irving news and events to ICVB and ICC staff.
- Cover front desk duties during daily breaks according to pre-set schedule.

## **SUPERVISORY RESPONSIBILITIES**

Supervisory responsibility is not a regular part of the position.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

None.

## **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.\*

### **EDUCATION**

- Equivalent to a High School Diploma or GED is required.
- Some college or vocational training in marketing, hospitality, communications, English or a related field is *preferred*.

### **EXPERIENCE**

- At least three (3) years of experience in high-level administrative support for a hotel, ad agency, or related industry.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

- Appropriate, valid, state-issued driver’s license, or ability to obtain upon hire, may be required.
- A Notary Public commission is *preferred*.

### **KNOWLEDGE OF**

- Social Media: Marketing and communications fundamentals for website and blog postings.
- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media.
- English Language: The structure and content of the English language, including the meaning of words and grammar, at an advanced level sufficient for proofreading and editing.

- Proper organizational procedures, inventory management, department processes, and related marketing and communications division requirements.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as SimpleView, Content Relationship Management (CRM) & CMS, Banner, and Digital Asset Management software.
- Adobe Creative Suite: How to use the Adobe Creative Suite software to create and revise various marketing and sales collateral.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, MS Office Suite at an advanced level.
- Accounting Principles (Basic): Principles and practices including general ledger, accounts payable, and accounts receivable.

## **SKILLS AND ABILITIES IN**

- Written and Oral Expression: Effectively communicating information and ideas in writing, as well as through speech, so others will understand.
- Time Management: Managing time wisely by identifying, setting, and meeting deadlines.
- Coordination: Effectively and concurrently supporting multiple managers and divisions.
- Prioritization: Selecting, from multiple options, activities to achieve a goal.
- System Ability: Multi-tasking by working with multiple software packages simultaneously.
- Media Sensitivity: Working with high-profile media activity, while independently serving as an ICVB-ICC representative for various media tours and journalists.
- Typing: Accurately entering information using computer keyboard.
- Accuracy: Paying attention to detail in dealing with numbers, words, and ideas. This includes applying concepts consistently in executing regularly recurring processes.
- Mechanical/Technical: Safely operating diverse equipment. This includes office equipment, such as a computer, printer, calculator, etc.
- Reporting: Researching, analyzing, and compiling data and preparing concise documents.
- Basic Math: Adding, subtracting, multiplying, or dividing quickly.
- Self-Management: Working independently and with minimal supervision, which includes taking initiative when appropriate, as well as, following through and staying focused on tasks.

## **GUIDANCE RECEIVED**

### **Accepted Methods and Procedures**

Broad supervisory direction, seasoned knowledge, accepted methods and procedures, and stated policies guide completion of assignments and decisions made. Makes recommendations to superiors about moderately complex issues and procedural changes.

## **CONTACTS**

Internally, this position regularly interacts with all ICVB and ICC staff, including the CVB Executive Director and ICC General Manager. It collaborates with the Marketing team to accomplish department goals and assignments. Occasionally, it engages with other city employees.

Externally, this position engages with ICVB and ICC clients and members of the media for various events. It regularly represents ICVB through community outreach programs such as the Reading Buddies Volunteer program, High Spirited Citizens and Irving Cares. Occasionally, it engages with the ICVB Board of Directors, Mayor and City Council.

## **EQUIPMENT AND PROPERTY**

This position utilizes a computer, tablet, smartphone, scanner, printer, copier, office phone, office machinery, vehicle, and/or camera.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.\*

A complete range of movement/activity is required in the position including but not limited to: balancing, carrying, climbing, crawling, grasping/handling/feeling, kneeling, lifting (up to 25 lbs.), listening, pulling or pushing, reaching, running, seeing, sitting, standing, stooping, talking, walking, etc. Additionally, driving or riding in a vehicle, and flying in an airplane may be required.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.\*

The typical work environment is an environmentally-controlled business office with weekday hours in the range of 7 a.m. to 7 p.m., with the potential for earlier mornings, later evenings and weekends. There are occasions when, in order to perform your job, you may have to work in a confining space, dirty environment, extreme temperatures or weather conditions, air contamination (strong odors, smoke, etc.), improper illumination, noise, etc.

\* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Note:** A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.