



Destinations International
Marketing Coordinator
Washington, DC



ABOUT DESTINATIONS INTERNATIONAL

As the global trade association for official destination organizations and convention and visitor bureaus, Destinations International protects and advances the success of destination marketing worldwide. Destinations International's membership includes over 600 official destination organizations with more than 6,000 members in over 15 countries that command more than \$2 billion in annual budgets. As the world's largest and most reliable resource for destination organizations we inform, connect, inspire and educate our members with the goal to drive destination economic impact, job creation, community sustainability and quality of life through travel.

VISION

Our members are essential to the success of destinations worldwide.

MISSION

We empower our members so that their destinations excel.

FOUR CORNERSTONES OF DESTINATIONS INTERNATIONAL

Destinations International provides members with information, resources, research, networking opportunities, professional development, and certification programs.

1. [Community](#) – Destinations International is a hub connecting associations and industries to create trusted partnerships invaluable to our members.
2. [Advocacy](#) – Destinations International is the collective voice of destination organizations empowering destinations on issues big and small.
3. [Research](#) – Destinations International is hyper-focused on what's next for destination management through forward-focused research and relevant data.
4. [Education](#) – Destinations International is the definitive resource for professional development and destination management. Destinations International offers [certifications](#), [professional development](#), and [summits](#).



SHARED VALUES

Destinations International has developed shared values and commitments for all team members to embrace.

- Encourage curiosity for the purpose of learning and new experiences
- Make other team members a priority
- Communicate openly and respectfully
- Create an atmosphere of empowerment and empathy
- Be purposeful, adaptable and nimble



EQUITY, DIVERSITY & INCLUSION

Destinations International recognizes and advocates the importance of cultivating a unified travel industry where everyone is welcome, where there is equitable access for all, and to help reshape existing power structures so that systemically marginalized voices and perspectives are heard and valued

Click [here](#) for more Destinations International information.

POSITION DESCRIPTION

Position Title: Marketing Coordinator

Reports To: Senior Director of Marketing

Position Summary

The Marketing Coordinator supports and implements objectives developed by the marketing and partnerships teams and assists with the day-to-day operation of both departments. This position works closely with the Senior Director of Marketing to create and build web content, design, and implement email campaigns, assist with organization of data, content, and resources, and manage partnership deliverables in collaboration with other departments and external vendors.

Roles and Responsibilities

- Assist with the creation, design, and implementation of email marketing campaigns according to the department content strategy to promote organizational products, events and services, support partnership activations and create member and partner engagement.
- Help maintain content and design across the Destinations International website and all affiliate and event sites, creating content pages and monitoring the site to ensure copy, imagery and partner representation is always up to date.
- Assist with website CMS management, article tagging and organization of digital content across multiple platforms.
- Manage the Online Community discussion boards by posting conversation starters, monitoring, and replying to member and partner posts, and building out discussion groups in coordination with the department audience segmenting strategy.
- Assist with social media marketing, working with the communications department to creatively implement the social media strategy across the organization's products, events, and services.
- Create partner sales collateral, presentations and proposal templates utilizing the Destinations International branding guidelines.
- Assist with communications to partners pre/post-event, including gathering speaker information and assets, registering partner attendees and scheduling activations.
- Help develop and organize partner surveys and post-event reporting data.
- Collaborate with departments to collect and organize marketing and partnership assets, ensure accuracy of partner activations, and help ensure the smooth flow of information between other areas of the organization.
- Work in the organization's CRM database and email contact database to keep member and partner information current and up to date.
- Provide superior customer service and respond to member and partner inquiries promptly.
- Comply with and implement copyright and privacy regulations, data protection and best practices.
- Contribute to our safe, healthy, positive, and harmonious work culture and environment.

Time Focus

- The majority of focus for this position is spent on:
- Marketing support: 35%
- Partnership event support: 30%
- Online Community & social media: 10%
- Administrative support: 25%

Other Duties

Please note this position description is not designed to cover or contain all activities, duties or responsibilities that are required of the team member for this position. Duties, responsibilities, and activities may change at any time with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Expected Competencies

- Working knowledge of Microsoft Office 365.
- Demonstrated experience with design and implementation of digital and print marketing assets.
- Strong preference for knowledge of content management systems, email marketing or marketing automation software and CRM/AMS systems.
- Basic knowledge of Adobe Creative Cloud (Photoshop, Illustrator and/or Dreamweaver) a plus.
- Strong analytical and critical thinking skills with experience in asset and database organization.
- Persuasive marketer and communicator with excellent written, editorial, and verbal communication skills and experience with a variety of digital, online and print media.
- Attention to detail and ability to manage multiple tasks independently, meet deadlines and adapt quickly to unforeseen circumstances.
- Must be quick study for marketing technology products and highly adaptable to new information and platforms
- Excellent judgement and problem-solving skills.
- An entrepreneurial spirit and collaborative working style.
- Superior customer service mindset with the ability to respond to member queries promptly and to the member's satisfaction.
- Understanding the dynamics of a membership or association-style organization.
- Ability to meet scheduling requirements and maintain an excellent attendance record.

Desired Education and Experience

- Bachelor's degree in marketing, business, or related field
- 2+ years marketing experience
- Prior hospitality, travel, tourism, or direct destination marketing experience a plus
- Prior trade association experience a plus

Supervisory Responsibility

This position does not have supervisory responsibility but may be required to assist with management of vendors, suppliers, or interns.

Work Environment

The person in this position operates in an office setting. This role routinely uses standard office equipment including but limited to computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role with extended time sitting at a desk and working on a computer. Some filing is required. This position requires the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours or attendance at events and conferences is expected.

Travel Expectation

This position may require up to 10% travel time outside of home location.

Destinations International offers a comprehensive benefits package including paid time off (PTO), paid holidays, 401k plan and health, dental, vision, life and long-term disability insurance coverage.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.



Danielle Gamble, Communications Manager | SearchWide Global

www.searchwideglobal.com | danielle@searchwideglobal.com

651-491-8877 (direct)

About SearchWide Global

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

