



POSITION: Assistant Marketing Manager
Gilroy Welcome Center
Gilroy, California

SUPERVISOR: Executive Director

DATE: Targeted Start Date: December 1, 2016

Position Overview

Gilroy Welcome Center is seeking a proactive and creative individual who is detail oriented and highly organized that can excel in a fast-paced work environment. The ideal candidate will support three departments including visitor service assignments, sales and marketing services and special events. This position's primary purposes are to increase hotel room-night stays and provide Welcome Center management support.

Duties and Responsibilities

- Responsible for providing marketing support to the Executive Director as required and requested.
- Support out-of-market public relations including activities such as developing and implementing media familiarization (FAM) tours.
- Support in-market public relations by gathering story ideas and FAM participation from the local community.
- Develop a sales strategy to attract film crews to Gilroy to shoot films and commercials.
- Organize, manage and staff consumer and trade show booths.
- Bring forth recommendations for creative promotions, new media opportunities and other tactics that help achieve goals outlined in marketing plan
- Develop a special events strategy for Gilroy that takes into account the following:
 - What are the current events?
 - What are Gilroy's special events goals?
 - What opportunities exist to bolster Gilroy's special events?
 - What funding and logistics are needed?
 - What is the strategy behind supporting events?
 - What events should be researched?
 - Should events be home grown or imported or both?

- Support Welcome Center Manager by providing visitor services – including staffing of the center, managing collateral inventory and follow-up on advertising leads.
- Provide collateral and services to lodging properties as requested.
- Work closely with GWC partners to integrate key messaging and content.
- Provide general cross-trained support in a team environment for the GWC
- Ability to work weekends, holidays and evenings to attend trade shows, conventions, meetings, and community events as needed.
- Building and managing presence on social media accounts (Facebook, Twitter, LinkedIn)

Requirements

- Outstanding written and verbal communication skills with ability to professionally initiate contact with outside entities
- Proficient in Windows MS Office, Word Press and Adobe Creative Suite
- Demonstrated ability to be highly accurate and extremely organized
- Skilled at multi-tasking, managing time, prioritizing, implementation, follow through and problem solving
- Ability to contribute and serve within a small dynamic office environment
- Ability to work independently in the absence of supervision
- Meet deadlines efficiently with a high quality of workmanship
- Good interpersonal skills and ability to communicate effectively
- Experience in digital, online and social media marketing including website, Facebook, Twitter, Instagram, Blogs and more.
- Client service and results oriented
- Bachelors in Business, Marketing, Retail or Hospitality preferred

To Apply

Qualified candidates are invited to submit cover letter, resume and salary history to:
director@gilroywelcomecenter.org.

The position is open until filled.