



Job Description CMC Department

- Title of Position:** **Marketing Coordinator**
- Reporting Relationship:** To the Director, Marketing & Sales Communications
- Basic Function:** The Marketing Coordinator will support the sales and marketing team in promoting Boston to potential and existing customers seeking to hold events in Massachusetts Convention Center Authority (MCCA) facilities including the Boston Convention & Exhibition Center and Hynes Convention Center in Boston and the MassMutual Center in Springfield, MA.
- Duties & Responsibilities:**
- Provide General Marketing Support to the CMC**
- Assist the Director, Marketing & Sales Communications in the development and implementation of the CMC's marketing initiatives including advertising, collateral, database development, direct mail, e-marketing, public relations, trade shows, events and websites for Advantage BOSTON, 3-2-1 Connect and Springfield FIRST.
 - Provide internal support to the Marketing Advisory and Support Team (MAST) to assist with their needs in developing creative and effective marketing programs.
 - Serve as a monitor over statistical information to insure that facility, demographic, hotel, transportation and destination information are current and accurate on all marketing materials.
 - Serve as the primary point of contact for general marketing inquiries to the CMC.
 - Maintain a library of all CMC marketing initiatives.
 - Provide general administrative support to the marketing team.
- Support the CMC Sales Team in Their Selling Efforts**
- Coordinate with the sales administrative staff to insure that all collateral materials used in sales kits and proposals are up-to-date and in stock.

- Assist the sales managers with presentations and collateral for site visits, sales calls and other events.
- Support the efforts of the Citywide Room Blocks & Hotel Relations Team in maintaining current information on Boston area hotels.
- Manage the hotel fact sheets/hotel finder and venue fact sheets/venue finder keeping them up to date.

Website Management

- Manage the content of the Advantage BOSTON, 3-2-1 Connect and Springfield FIRST websites insuring that current information and files are posted on all three websites. Assist with any site updates.
- Coordinate with the MCCA IT team on web updates requiring their support.
- Coordinate with the Design & Digital Media Specialist on incorporating social media links and content into the website.

Provide Graphic Support to CMC Marketing Programs

- Assist the Design & Digital Media Specialist with graphics support as needed.
- Help to fulfill client requests for photos and facility information.
- Oversee the Advantage BOSTON digital and print maps insuring that the maps are current.

Provide Database Support to CMC Marketing Programs

- Develop a strong working knowledge of the Dynamics CRM database and be able to utilize CRM in support of marketing initiatives.
- Assist with lead entry, marketing lists, and data qualification.

Prerequisites:

Preferred candidates will have

- B.A. in communications, marketing, or related field.
- 3-5 years of industry experience - convention and/or hospitality industry experience a plus.
- Strong computer skills including proficiency with Microsoft Word, Excel and PowerPoint, Adobe Creative Suite (Photoshop, Illustrator, InDesign) and knowledge of web design software such as FrontPage or Dreamweaver.
- Experience in using database systems.
- Self-motivated, hard worker who picks up new skills quickly.
- Someone who is personable, creative, organized, detail-oriented and can balance multiple projects at one time.

To apply, please send a resume and cover letter to Caryn Izhar at cizhar@AdvantageBOSTON.com.