



Content Coordinator

Summary:

The Content Coordinator will assist the Marketing and Communications team with writing, editing and producing content of all types. Provides general administrative support for the department as needed. Works with the Senior Manager, Content to develop, maintain and implement Visit Baltimore's editorial content plan.

Essential Duties and Responsibilities:

Content Management:

- Copywriting, editing and fact checking for Visit Baltimore website, publications and other projects including, but not limited to, the Visitor Guide, the Meeting & Event Planning Guide, website, Annual Report, advertorials, brochures, rack cards, e-newsletters and other collateral materials;
- Review and manage Visit Baltimore's website to ensure all content and imagery is up to date and relevant;
- Edit and build web pages using WordPress CMS;
- Manage and review Visit Baltimore's web calendar submissions;
- Manage and review partner listings for web and publications using the organization's CRM;
- Support content related meetings with timely distribution of minutes and action items as appropriate;
- Assist the Senior Manager, Content with other duties as assigned.

General:

- Prepare conference rooms for weekly meetings or special sessions as needed, including setup of conference lines, screen shares, coordination of supplies and more;
- Process invoices and expense reports for the department in compliance with the Accounting Department's guidelines;
- Ensure the organized saving of documents and other files to SharePoint in accordance with department and company standards;
- Continually contribute to further the goals of the organization and department;
- Comply with company policies and procedures; and,
- Other duties as assigned.

Qualification Requirements:

Bachelor's degree in marketing, communications, journalism, or related field and 1+ years of directly related experience, or equivalent combination of related education and experience. Knowledge of Hospitality, Meetings and Conventions and/or Tourism industries a plus.

Must be able to work independently with minimal supervision and be willing to make routine decisions independently.

Team player with ability to demonstrate flexibility related to job tasks when required.

Excellent communication and customer service skills in dealing with internal and external customers.

Must demonstrate superior writing, editing, fact-checking, researching and proofreading skills with the ability to incorporate Visit Baltimore's writing style and brand tone of voice.

Computer proficiency with Microsoft Office suite, Office 365 and Outlook. Working knowledge of databases acquired through either formal education or on-the-job experience. Ability to learn industry-specific CMS and CRM software. Experience with WordPress CMS and Simpleview CRM preferred. Knowledge of HTML and Photoshop a plus.

Positive attitude, dependability and professionalism is a must.

Interested candidates should forward their cover letter, resume and salary requirements to resumes@baltimore.org. NO PHONE CALLS PLEASE. Visit Baltimore is an Equal Opportunity Employer.