



**Job Title:** *Creative Services Coordinator*  
**Classification:** *Non-Exempt*  
**Reports to:** *Director of Marketing*  
**Department:** *Convention & Visitors Bureau*  
**Salary:** *\$17.00 per hour minimum*

**Job Summary:** The Creative Communications Coordinator will work with the Marketing Director and the Director of Communications to design and produce content for presentations, social media, print and web

**Minimal Qualifications:**

- Bachelor degree in Marketing, Communications, Public Relations or related field, or the equivalent years of relevant experience
- Highly proficient in Adobe Photoshop, InDesign and Illustrator
- Highly proficient in the use of Microsoft Word, Excel, and PowerPoint and the ability to quickly learn industry specific software
- Experience managing social media accounts and tracking analytics
- Displays initiative, creativity, style, imagination and marketing expertise
- Strong written and verbal communication skills
- Good interpersonal and problem solving skills
- Ability to manage multiple projects and independently prioritize tasks
- Ability to plan and work independently and in coordination with internal and external resources
- Ability to work outside of normal business hours to include evenings, weekends and holidays based upon client needs and office demands
- Must hold a current and valid Class C Drivers License

**Required current certifications, licenses and trainings:**

- Certified Tourism Ambassador (CTA) certification or ability to become certified
  - *CTA training provided by the Galveston Island Park Board of Trustees upon hire*

**Essential Job Tasks:**

- Manage and produce visual/multimedia content for use across multiple communications channels including email, website, collateral and social channels
- Plan and manage projects that use visuals, video, and/or multimedia storytelling to support the CVB's efforts
- Collaborate with department leaders to gather, organize and fulfill internal requests for graphic design/multimedia to support public relations, group sales efforts, proposals and collateral materials that align with the marketing and branding strategy and guidelines
- Assist with the creation of internal and external presentations
- Work with vendors to coordinate production of marketing material needs
- Video and photograph internal and external events as requested



**GALVESTON**  
★ ISLAND ★  
*Convention & Visitors Bureau*

**Job Title:** *Marketing Coordinator*  
**Classification:** *Non-Exempt*  
**Reports to:** *Director of Marketing*  
**Department:** *Convention & Visitors Bureau*  
**Salary:** *\$17.00 per hour minimum*

**Essential Job Tasks (continued):**

- Under the direction of the Marketing Director, creates and sends newsletters and EBlasts, and maintains the database for these communication pieces
- Assistance in the maintenance of monthly activity reports and annual marketing plans
- Creates and maintain partner, supplier and resource database for marketing department
- Maintains and coordinates the marketing department schedule, to include special events
- May be responsible for other duties as assigned by the Marketing or CVB Director
- Assists with departmental projects

**Physical Requirements:**

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.

- The ability to travel in and out of local area mainly by personal or company vehicle
- Must be able to stand or sit at a desk, and operate office equipment a minimum of 8 hours per day. Must be able to ascend and descend stairs, as well as balance.
- Must be able to occasionally stoop, kneel or crouch.
- Must be able to frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.
- Must be able work indoors or outdoors in various weather conditions and temperatures.
- Must be able to walk or stand for long periods and as required for events.
- Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- Must be able to read, write and comprehend both written and oral communications, as well as respond in written and oral communication.

This job description describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Received by (Printed Name) \_\_\_\_\_

Received by (Signature) \_\_\_\_\_

Date \_\_\_\_\_