



NEWPORT BEACH & COMPANY

Company: Newport Beach & Company
Position: Marketing & Partnership Coordinator
Job Type: Full-Time Employee
Reports To: Senior Vice President & CMO

Summary of Position

Newport Beach & Company is a research-driven, sales-and-marketing agency promoting the City of Newport Beach to visitors, meeting planners and clients from all over the world. Our team members are an integral part of creating awareness and generating revenue for the city. Our team supports multiple marketing objectives, and the Marketing Coordinator will require a keen attention to detail while supporting drive for campaign successes.

The Marketing Coordinator will assist with marketing initiatives and programs, to include coordinating and managing marketing projects, assisting with the development, execution, monitoring and producing campaign recaps for email, digital, social media, and content marketing campaigns. Applicants should be prepared to work in a fast-paced team environment and have the ability to multi-task.

Duties and Responsibilities (Include but are not limited to the following):

- Support the Marketing Team members with day-to-day marketing-related tasks; coordinating marketing projects and activities and project management through Asana.
- Support the Marketing department's initiatives with the planning, executing, and tracking of marketing programs such as email, event, social media, and/or content marketing.
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive recap reports that capture market information, metrics and successes; and disseminate to internal and external audiences, as requested.
- Manage Visit Newport Beach database, including goals, collateral, and budgets.
- Credit card reconciliation for marketing department.
- Assist with planning and implementation of campaigns and initiatives.
- Support the Director of Digital Marketing through the posting of blog content, event calendar listings, adding new stakeholders to the website and including stakeholder offers.
- Support Digital and Social Media departments, as needed.
- Support creation and maintenance of Marketing templates.
- Manage and organize the Visit Newport Beach merchandise, tracking quantities and restocking/purchasing items when needed.
- Support execution of programs, cross functional meetings, take copious notes, and follow up on action items with specified team member(s).
- Perform other duties and responsibilities as requested of management team.

Qualifications

- 4-year college degree required
- Knowledge of digital media (social and programmatic), preferred
- Ability to work in a fast-paced environment
- Strong ability to multi-task, plan projects and campaigns, work with little supervision
- Strong written and verbal skills
- Excellent organizational skills, coordination and attention to detail with the ability to organize details and complete projects in a timely manner
- Strong problem-solving skills

- Experience and knowledge utilizing multiple technology platforms
- Ability to analyze reports
- Ability to think creatively and innovatively
- Ability to work independently as well as with team members
- Excellent computer skills with knowledge of Apple Mac and PC applications

Benefits

- 401(k) voluntary employee contribution with up to 5% company match
- 401(k) automatic 3% profit sharing (no-match required)
- 9/80 Flexible schedule
- Flexible Spending Account
- 100% Company-Paid Health Insurance (employee only)
- Dental insurance
- Vision Insurance
- Life Insurance
- Disability Insurance
- Paid Time Off
- New Employee Referral Program
- Education/Tuition Reimbursement
- Wellness Benefit
- Stay & Play Benefit
- Cell Phone Reimbursement
- Home Internet Stipend
- Compensation level contingent upon experience and qualifications

Schedule: Monday to Friday with a 9/80 Schedule (every other Friday off)

Experience: Marketing: 1 or more years (preferred)

Work Location: Hybrid – 3 office days in Newport Beach are required per week.

Pay: \$30 per hour.

How to Apply: Email your resume to jobs@visitnewportbeach.com and include 'Marketing & Partnership Coordinator' in the subject line. Candidates will not be contacted unless considered for next steps in the interview process. No phone calls, please.
