



NEWPORT BEACH & COMPANY

Company: Newport Beach & Company
Position: Marketing 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 and event calendar postings.
- Support Digital and Social Media departments, as needed.
- Support creation and maintenance of Marketing templates.
- 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 optional 9/80 Schedule (every other Friday off)

Experience: Marketing and/or Marketing Research: 1 or more years (preferred)

Work Location: Hybrid Model: 3 days in office, 2 days remote

Pay: \$26 per hour based on experience and qualifications.

If you feel you meet or exceed these qualifications, Newport Beach & Company would love to hear from you. Please send your resume to ashley@newportbeachandco.com.

Newport Beach & Company and Visit Newport Beach, Inc. are fully committed to Equal Employment Opportunity and to attracting, retaining, developing and promoting the most qualified employees without regard to their race, gender, color, religion, sexual orientation, national origin, age, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by federal or state law. We are dedicated to providing a work environment free from discrimination and harassment, and where employees are treated with respect and dignity.

The above position profile is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their Manager in compliance with Federal and State Laws.