

Destination Marketing Corporation (DMC) for Otsego & Schoharie Counties

Position: Media Design Assistant

Position Summary: This full-time team member is responsible for assisting with tourism marketing initiatives for Otsego & Schoharie Counties with the goal of increasing overnight stays. The Media Design Assistant is responsible for developing consistent, audience-appropriate marketing assets, communications and managing creative platforms. Responsibilities include management of data, communications with customers (business and consumer), executing and supporting the marketing plan for the organization, and promoting Otsego & Schoharie Counties as must-visit destinations.

Reports to: DMC Executive Director

Primary Responsibilities:

- Assist with content creation and management of Facebook, Instagram, Pinterest and TikTok
- Develop creative concepts, layouts and finished assets for web, print and digital marketing
- Create content for various marketing and communications platforms
- Provide regular status updates, consulting on matters that require decisions related to publishing requirements, target audiences, and time parameters to contribute to and work collectively with partners, members and stakeholders
- Develop and maintain close working relations with area accommodations, restaurants and attractions
- Maintain a database of group operators and travel trade show appointments
- Manage the Calendar of Events at VisitSchoharieCounty.com
- Develop and maintain a working knowledge of the destination - including highways, transportation systems, public and private attractions, recreation areas, events, restaurants and lodging
- Attend marketing committee meetings, working closely with Executive Director and the advertising agency to execute marketing plans
- Develop and coordinate itineraries for Travel Writers, Influencers and Bloggers
- Maintain and update the Simpleview CRM database and Simpleview extranet for Schoharie County – training will be provided.

Secondary Responsibilities:

- Conduct regular site visits to increase knowledge of attractions, hotels, retail shops and restaurants to better serve our visitors
- Work with NYS Haunted History Trail on promotion of events and partners
- Oversee brochure distribution for Schoharie County, maintain the tracking spreadsheet and coordinate fulfillment with the DMC's distribution vendor.
- Answering phone and email inquiries from prospective visitors and tourism businesses
- All other duties as assigned

Knowledge, Skills, and Abilities:

- Excellent written and verbal communication skills
- Some knowledge of the tourism industry and group travel sector
- Knowledge of Otsego and Schoharie Counties preferred
- High level of efficiency in using a computer, camera and mobile devices
- Experienced and comfortable producing photography and videography
- Previous photo and video editing experience considered a valuable asset

- Proficient in a wide range of media formats and design software technologies, including Adobe Creative Suite, Mail Chimp, Microsoft Office, Outlook and others as needed
- Passion for “always on” channels and innovative marketing within the digital space
- Attention to detail and ability to follow direction
- Must have a valid driver’s license and reliable vehicle
- Experience in marketing preferred
- Excellent customer service
- Must be a self-starter with ability to work within a team and individually
- Positive attitude and willingness to work collaboratively
- Creative and detail oriented
- Intuitive, approachable, and open to receiving creative feedback
- Pro-active, self-motivated and results oriented
- Efficient, organized, and able to juggle various tasks

Minimum Training & Experience: Associate degree in marketing, public relations, or a closely related field, and/or three years’ experience in marketing, graphic design, communications or public relations work; or any combination of training and experience which provide the required skills, knowledge and abilities.

Minimum Qualifications or Standards Required to Perform: Understanding and experience with the policies and procedures, organization and functions of a Destination Marketing Organization (DMO) is important to performing this role. Existing knowledge of the of the Counties and their tourism offerings. General knowledge of modern office practices, procedures, equipment, and policies s is a necessary skill set. The ability to communicate effectively in oral and written form is mandatory. An emphasis will be placed on those who have worked in promotion of tourism and those who have graphic design and marketing experience. Demonstrated skills in planning, organization and effective communication are essential.

Benefits: Excellent benefits package including IRA contribution, paid time off, full health benefits and more

Salary dependent on experience.

Interested applicants please send your resume or CRV and cover letter to Info AT ThisIsCooperstown.com with “Media Design Assistant” in the subject line. *Resumes not accompanied by a cover letter will not be considered.*

No phone calls please.

DMC’s Mission:

To actively promote and market Otsego & Schoharie Counties for the purpose of encouraging overnight visitation, thus contributing to the economic impact of tourism in our communities through the generation of occupancy tax revenues.