



## **Job Posting Part Time Marketing Communications Coordinator**

### Mission Statement

*The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination. We are a non-profit organization that markets Greater Lansing as a destination for meetings, events, and leisure travel.*

### Position Description

We are seeking an experienced marketing communications professional to join our team. This is a part time position which requires 4-5 hours per day, Monday through Friday.

This position reports to the vice president of marketing communications and handles various tasks for department managers to assist in successfully promoting Greater Lansing as a destination. These tasks include:

- Using new media technologies to develop marketing and promotional materials.
- Assisting with content and appearance of web sites and other e-marketing tools.
- Assisting with photography and videography projects.
- Supporting media relations and promotional efforts.
- Supporting promotional efforts for special events.
- Gathering data for creation of collateral pieces
- Various administrative and support functions.
- Other tasks and responsibilities as assigned.

### Core Competencies

Our potential candidate will have knowledge of marketing and public relations as they relate to the hospitality industry. Outstanding oral and written communication skills are essential, including grammar, spelling and general written correspondence skills. Strong organizational and time management skills and an ability to handle multiple tasks and projects simultaneously are required. Candidates must have excellent computer skills and be proficient in graphic design software and Microsoft Office Suite. Excellent interpersonal skills and an ability to work effectively as a team member at all levels of the organization are essential to success in this position.

A Bachelors degree is preferred. A minimum of two years experience in communications, marketing, graphic design or related field desired, preferably in the hospitality industry.

### To Apply

Send cover letter, resume and salary history to [employment@lansing.org](mailto:employment@lansing.org) with "Marketing Communications Coordinator" in the subject line.