

EXPLORE TUALATIN VALLEY

MARKETING AND PARTNERSHIP COORDINATOR

FULL TIME, NON -EXEMPT

\$60,000 - \$65,000 PER YEAR PLUS BENEFIT PACKAGE

POSITION SUMMARY:

Explore Tualatin Valley is searching for a highly motivated and organized individual to serve as a Marketing and Partnership Coordinator. The position plays a vital role in providing comprehensive administrative support to the Marketing and Partnership teams. This position assists in executing marketing strategies and fostering partner relationships to promote the Tualatin Valley region, enhancing its visibility and engagement with key audiences.

Success in this role requires a passion for community engagement, social media management, content creation, and influencer coordination. The coordinator must have excellent communication skills to ensure high-touch, regular interaction with internal teams and external partners. Additionally, strong organizational abilities, attention to detail, and the capacity to manage multiple tasks efficiently are essential for coordinating projects and delivering results in a fast-paced environment.

DUTIES & RESPONSIBILITIES:

Marketing Team Support: Assist in implementing marketing plans to attract visitors to Tualatin Valley that include digital campaigns, social media efforts, print materials, partnerships, promotions and events.

Content Creation: Contribute to the development of engaging content for website and social media platforms to highlight local attractions, events, and stories ensuring alignment and inspiration with Explore Tualatin Valley's marketing campaigns including working with external partners, media, agencies, and influencers.

Ad Trafficking: Support the Marketing Team's execution of print and digital media buys, ensuring ads are correctly inserted and monitored across various platforms to maximize reach and effectiveness.

Influencer Coordination: Working under the direction of the Chief Marketing Officer, identify, contract and collaborate with influencers to promote the Tualatin Valley through their platforms, ensuring alignment with our brand messaging and goals.

Community Engagement: Support the Community Engagement team in building and maintaining relationships with local businesses, community organizations, and elected officials and residents in promoting the collaboration and support for tourism. Assist in partner engagement to execute promotional campaigns, provide technical and database support for partners engaged in Explore Tualatin Valley promotion campaigns.

Event Coordination Support: Assist in planning and coordination of Explore Tualatin Valley partner events and promotional activities that highlight our region, our partners and that engage visitors and residents.

Other duties as assigned

QUALIFICATIONS:

- Associate degree or higher from an accredited college or university.
- Two or more years' experience in marketing, community relations or tourism.
- Strong writing, editing, and verbal communication skills with the ability to tailor messaging for varied audiences and platforms.
- Excellent relationship skills with the ability to build and maintain relationships with internal teams, external partners, and media contacts.
- Highly organized and able to prioritize meeting deadlines.
- The ability to project calmness and professionalism while being under pressure.
- Proficient in Microsoft Office Suite and social media management platforms.
- Knowledge of project management and CRM database software applications.
- Availability for an occasional flexible work schedule to include evenings and weekends.
- Able to lift 40 lbs.
- Must have a valid driver's license.

HOURS AND LOCATION

- Based at the Explore Tualatin Valley's office
- 8:30am – 5:00pm - Monday through Friday / Occasional early morning, evening, and weekend hours

HOW TO APPLY:

If you are a proactive and highly organized individual with a passion for the tourism industry and destination marketing, we invite you to apply and become part of our dedicated team.

- Interested candidates, please submit a resume with a cover letter to: jobs@tualatinvalley.org
- Relocation assistance is not available.
- Explore Tualatin Valley is an Equal Opportunity Employer.
- No phone calls, please.

ABOUT US:

Explore Tualatin Valley is the official destination marketing organization for Washington County, Oregon promoting the county under the destination brand **Tualatin Valley**. The mission of the organization is to inspire individual and group consumers to visit the Tualatin Valley, making a sustained and measurable economic impact through tourism. Our destination includes fifty-eight hotels with over 5,800 guest rooms, wineries, breweries, hundreds of restaurants, and exciting main streets. We are home to the Wingspan Event and Conference Center, the Patricia Reser Center for the Arts, The Hillsboro Hops, plus state-of-the-art sports facilities. Washington County is Oregon's hub for tax-free shopping with retail anchored by Washington Square Mall.