



# Now Recruiting –Marketing & Public Relations Coordinator

## Position: Marketing and Public Relations Coordinator

Department: Visitor and Convention Bureau

Pay Range	\$4,410 - \$5,072 per month
Opening Date	January 13, 2012
Closing Date	February 10, 2012
FLSA Status	Exempt

*\*This position requires the ability to travel and work nights and weekends as needed*

### THE COMMUNITY

Grand Junction, Colorado is the gateway to the mountains and Canyonlands of western Colorado and eastern Utah. Centrally located between Denver (250 miles east) and Salt Lake City (270 miles west), Grand Junction is surrounded by 1.2 million acres of public land and has easy access to the Rocky Mountains and western Colorado’s incredible landscape. Visitors and residents enjoy world-class whitewater rafting on the Colorado and Green Rivers, golfing, fishing, skiing and snowboarding on the slopes of nearby Powderhorn Ski Resort, and exploring mountain bike and hiking trails through the Colorado National Monument and the Grand Mesa. Grand Junction hosts several community and cultural events throughout the year including baseball games at the Junior College World Series, downtown events and festivals, and wine sampling at the many area wineries.

### DUTIES

Develop and coordinate marketing plan to attract visitors and business to Grand Junction. Attend travel trade shows; develop promotions including ongoing web-site promotions and web-releases regarding area attractions, events and other tourism partners; coordinate all media related activities for domestic and international media visits including development of itineraries and conducting familiarization tours of the area; write and distribute press releases and provide information to local and regional media regarding tourism related issues; design & layout of in-house promotional materials; research, compile and write the VCB’s monthly newsletter; prepare and implement publicity, activities and printed collateral material for regional Travel Exhibition; schedule public speaking engagements to educate the community of tourism related issues; manages contracts with Grand Junction VCB advertising agency, public relations, and internet service providers; attend a variety of meetings; other duties as assigned.



City of Grand Junction  
250 North 5<sup>th</sup> Street  
Grand Junction, CO  
81501  
970-244-1512



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## REQUIREMENTS

Requires two years of increasingly responsible marketing, communications or public relations experience; Bachelors degree from an accredited college or university with major course work in journalism, mass communications, public relations or a related field. In depth knowledge of the Grand Junction area and attractions desirable. Extensive working knowledge of web-site development, Internet marketing and computer software including In-Design, Excel, Microsoft Office and desk-top publishing. Possession of, or ability to obtain and maintain a valid Colorado Driver's License without restrictions. Knowledge of operational characteristics, services and activities of a visitor and convention bureau; characteristics of the travel and tourism industries; methods and techniques of advertising and internet marketing; web based technology including internet framework, links, search engines, and their inter-relationship; basic principles and applications of graphic design and layout; effective communications, presentation and public speaking skills; English usage, spelling, grammar and punctuation; modern office procedures, methods and equipment including computers. **Ability to: travel, work nights and weekends as required;** develop concise, comprehensive and understandable printed promotional materials; attend consumer and convention trade shows; respond to requests and inquiries from local, regional, national and international media; write and edit written material for publication; identify opportunities to promote Grand Junction; manage internal special projects; interpret and explain VCB policies and procedures; communicate clearly and concisely, both orally and in writing; initiate, prepare and conduct presentations for large audiences; establish and maintain effective working relationships with those contacted in the course of work.

## PHYSICAL CONDITIONS

Primary functions require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; speaking in public; traveling from site to site for trade shows; ability to lift 30 lbs.

## PROCEDURE

City Applications must be submitted to the City of Grand Junction, 250 N. 5th Street, Grand Junction, CO 81501 no later than **Friday, February 10, 2012.** Visit [WWW.GJCITY.ORG](http://WWW.GJCITY.ORG) for more information or call (970) 244-1512. For visually/hearing impaired 1-800-659-2656 (TDD); 1-800-659-3656 (VOICE). EOE



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