

## Visit Lorain County Marketing and Sales Coordinator

Visit Lorain County is a not-for-profit 501(c)(6) organization. The purpose of Visit Lorain County is to promote travel and tourism in Lorain County. VLC is charged with the task of developing an image that will position Lorain County as a viable destination for sports events, meetings and visitors. VLC serves all components of the visitor industry including lodging, restaurants, meeting facilities, attractions, tour operators, and the commercial and retail resources that are important to the visitor.

**Description:** Executes the strategic marketing plan under the direction of the Visit Lorain County director. Responsible for the:

- development and distribution of marketing pieces for Visit Lorain County
- writes and distributes press releases;
- prepares copywriting for print and digital marketing materials;
- develops and maintains advertising schedule for digital and print advertising;
- plans and places advertising;
- maintains media list and database of member events for VLC online and print calendar of events; etc.);
- manages and/or assists with all public relations activities (e.g. heritage writers; underground railroad media tours; general media coverage, etc.); and
- plans, write and is responsive to all of organizations' social media accounts and blogs.
- Other duties as assigned

The Marketing and Sales Coordinator must staff Visit Lorain County's booth at trade shows, events and festivals, as needed. The incumbent must hold a valid Ohio drivers license.