Job Description
Hamilton County Tourism, Inc.
Database & Marketing Coordinator

Department: Marketing
Reports to: Director of Marketing and Promotions
Job Classification: Non-exempt, Full-time, Coordinator

Position Statement
The Database & Marketing Coordinator at Hamilton County Tourism (HCT) manages a web-based, customer relationship management system (CRM) to ensure data integrity for the organization. This position also provides administrative support to the Director of Marketing & Promotions. A flexible work schedule, to include working remotely 25%-40% of the time is possible for the right candidate.

Responsibilities

Database Management (75%)
- Act as the administrator with the provider that supports Hamilton County Tourism's CRM by submitting tickets and managing updates.
- Provide support to all users (primarily staff) and act as the primary point of contact for end-user support.
- Train new staff on CRM basics and train all users on new updates as needed making sure all staff understand functionality.
- Create and manage user accounts/permissions for HCT staff.
- Continuously update and improve data quality by scrubbing for duplicates, incomplete information and other issues.
- Work with all departments to import and enter listings into CRM and other outlets, coding and tagging logically and strategically for future retrieval.
- Import all lists and leads (marketing, consumer, sales), export data, and build data searches as needed for staff.
- Provide support and monitor other software applications consuming data through API feeds.
- Pull account listings and events for printed publications during publication season and as needed.
- Pull consumer lead requests bi-monthly and provide to Visitor Experience Coordinator for fulfillment.
- Pull the past 2 years of consumer lead requests when the Travel Guide, Golf Guide and Calendar of Events are printed and provide to Visitor Experience Coordinator for mailing.
- Manage and maintain the HCT Dashboard module to ensure accurate reporting of goals.
- Manage partnership renewals and processing, enter payments or in-kind trade into the CRM.
- Collect events information on a quarterly basis from a variety of sources in order to maintain a comprehensive, county-wide calendar for leisure as well as Indianapolis events. Work with the Sales department to ensure that sport and group events are entered as well.

Marketing Administrative Support (20%)

- Administrative support, to include phone calls, emails, scheduling meetings, making copies, pulling lists, collating materials, etc.
- Manage creative brief work flow—review submitted briefs for completion and accuracy, follow up with staff to collect any missing information, enter into the project management system and monitor progress to completion.
- Small project management duties such as ordering inventory items from CRM, assembling packages for promotions and facilitating the co-op advertising program.
- Manage logo wear orders, to include reporting to staff and Director of Operations on budget status.

Additional Responsiblities (5%)

- Participate in HCT-sponsored functions and activities as needed.
- Participate in staff meetings and project meetings as required by position or requested by supervisor.
- Demonstrate a commitment to developing and embracing Hamilton County Tourism's core values of communication, collaboration, growth, intelligence and stewardship.
- Other duties as assigned.

Education and Experience

- Associates degree in database administration, database management or related field preferred. In lieu of a degree, candidates with recent, relevant work experience will be considered.

Requirements

- Strong commitment to quality and accuracy
- Strategic thinking skills and ability to streamline processes
- Capacity to manage multiple projects and tasks
- Effective communicator, both verbally and in writing
- Ability to work independently and as part of a team
- A positive attitude and strong work ethic
- Proficiency in current computer software systems
- Ability to lift 25 pounds
- Valid driver's license and ability to drive own car as well as HCT's vehicles

If interested in applying for this position, send a cover letter and resume to careers@hamiltoncountytourism.com by October 23. No phone calls please.