



JOB TITLE Marketing Coordinator

EMPLOYMENT CLASSIFICATION Hourly, Non-Exempt, Part-time

REPORTS DIRECTLY TO VP of Operations

TOURISTS WELCOME is a hospitality development & management group based in North Adams, MA delivering memorable experiences by connecting guests with breathtaking nature, timeless leisure, local history, and art and music happenings.

In 2018, we opened TOURISTS, a 46-room flagship hotel modernizing the aesthetic of a classic American motor lodge. The land on which the hotel sits straddles the Hoosic River, revealing a network of walking trails, and forest clearings designed for year-round exploration guided by our on-site Art & Adventure team. In 2019, we opened our second project, The Airport Rooms, an on-site restaurant & cocktail lounge for hotel guests and the community to enjoy.

With an unquenchable interest in the natural history of the region and a goal of providing an economic engine for local employment, TOURISTS WELCOME continues to evolve in and outside of North Adams, with new projects coming soon.

ESSENTIAL FUNCTIONS

The Marketing Coordinator is responsible for all internal and external communications for TOURISTS WELCOME, developing and executing marketing strategies that allow us to continue operating successfully and grow brand awareness for new projects and developments. This role will work on-site and closely with the VP of Operations, General Manager, and key hotel department leads.

We are looking for someone who is eager to jump in during a busy, exciting phase of growth for the brand. Our ideal candidate has a keen eye for design, loves to write, has an enthusiastic attitude towards storytelling and content creation, and fully embraces the year-round beauty of the Berkshires - all of which are essential components to sharing our story.

Based upon fluctuating demands of the operation, it may be necessary to perform a multitude of different functions not specifically related to this position. The Marketing Coordinator is expected to perform other tasks and duties as needed or as directed. Furthermore, employee responsibilities and job descriptions are subject to review and revision.

TOURISTS is committed to offering a safe, kind, and supportive work environment for people from all walks of life. TOURISTS is an Equal Opportunity Employer and fosters a culture of diversity, equity, and inclusion.

RESPONSIBILITIES

Digital & Social

- Develop and manage content calendars for @touristswelcome, @theairportrooms, and future handles; ensure brand identity shines across platforms
- Post engaging content on IG Reels and Stories to cultivate more day-to-day awareness
- Monitor and engage with followers, responding to comments, messages, and questions in a timely manner



- Attend select hotel happenings to capture real-time content; regularly engage with F&B outlets and Art & Adventure calendar to promote new offerings and events
- Author e-newsletters and send targeted campaigns to generate revenue and visibility for existing outlets
- Maintain Art & Adventure calendar and e-commerce platform; proofread, write copy, and own content creation, as needed
- Stay up to date on local events, happenings, concerts, and exhibitions; cross-promote on social channels to encourage hotel bookings and community engagement
- Update website copy and make seasonal changes

Community & Partnerships

- Field media/marketing leads; facilitate site visits with key media, creatives, and partnership leads
- Act as a direct liaison for key marketing partners in the community and regional visitor bureaus
- Build out additional SFYS brands (i.e. Sketch, Snap); help source creative partners, arrange hotel stays, and oversee collaboration and deliverables from start to finish
- Build out Sing For Your Slumber series by developing a list of best practices for cross-promoting performances with talent; attend select shows and capture content real-time
- Facilitate charitable efforts and community donations in tandem with hotel General Manager

Brand

- Maintain and organize brand-aligned marketing documents across all departments, including guest-facing materials, sales toolkits, creative briefs, decks, imagery, menus, etc
- Diversify photography assets and facilitate photoshoots to capture the height of each season and new offerings
- Continually assess and improve internal processes

Reporting

- Develop and continually refine reporting/processes that inform brand's strategy to maximize performance of the S&M organization. Own the goal setting and incentive tracking process; maintain knowledge of current trends
- Track quarterly data analytics for owned social media channels to gauge the success of campaigns; adjust strategies and tactics as needed to improve effectiveness
- Manage all marketing expense invoices; bill, track, and organize back to the appropriate property

TECHNOLOGY

- Instagram/Facebook
- Mailchimp (e-newsletters)
- Social media scheduling and analytics tools (Planoly, Google Analytics, SEO, etc.)
- Way (Art & Adventure calendar)
- Craft CMS (website)
- Shopify (Souvenir Shop)
- Proficiency in Photoshop and InDesign is a bonus

REQUIREMENTS

- 2+ years of experience in marketing and/or social media management (extra points for experience in food and beverage or hospitality related roles)
- Excellent written and verbal communication skills; a natural knack for grammar



- Strong creative presence and content creation skills (photography, videography, editing, writing)
- Detail-oriented and organized
- Proactive, hard-working, and resourceful in pushing progress forward and meeting deadlines

* * * To begin the application process please fill out this form * * *