



JOB TITLE: Digital Marketing Coordinator (Full-Time) **DEPARTMENT:** Marketing **REPORTS TO:** Director of Marketing

General Summary of Qualities

Greater Cleveland Aquarium is looking for an outgoing, enthusiastic, self-motivated, goal-driven, detail-oriented, creative, hospitality-focused team player. The Digital Marketing Coordinator will work with the Director of Marketing to develop and implement marketing plans and will be asked to contribute to a wide variety of traffic-, revenue- and awareness-driving efforts in order to support branding, sales, sponsorship, partnership, education and awareness objectives across Jacobs Entertainment Inc. Flats West Bank attractions, including Greater Cleveland Aquarium and Nautica Queen. *Some evenings and weekends required.*

Responsibilities

- Plan, execute and measure online content (social media, blogs, etc.)
- Maintain Google business profiles and online event calendars
- Track online reviews
- Plan, distribute and analyze customer satisfaction surveys
- Program weekly and monthly emails
- Photography, videography and asset management
- Coordinate contractors
- Perform website updates
- Data analysis & reporting
- App management
- Competitive research and sponsorship assistance
- Public program and special event staffing and support
- Assist with internal communications efforts
- Other duties as assigned

Requirements

- Maintain a high quality of guest service according to Jacobs Entertainment, Inc. Mission Statement and F.A.S.T. Track Values Statement
- Possess thorough knowledge of applicable company and departmental policies and procedures as well as willingness to learn and follow any policy or procedure that may be introduced in the future
- Adhere to all appearance and uniform standards
- Maintain a positive and professional demeanor during all interactions with guests, fellow employees, and vendors
- Accept performance feedback in a professional manner
- Regular attendance to all scheduled shifts, including early mornings, late night, and weekend shifts
- Arrive on-time for all scheduled shifts as part of the essential function of the job

Skills, Education & Interests

- Excellent communication and writing skills
- Experience with database management, photo and video editing software, email programming and/or ticketing software a plus
- Internship or other relevant experience in marketing, membership, group sales, hospitality, or related field



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- BA in Marketing, Communications, English or related major preferred

Equipment & Software Used

- Microsoft Office, KMWare, Adobe, WordPress, Cyberlink and Emma
- Digital camera
- iPhone

To Apply

Jacobs Entertainment Inc. is an Equal Opportunity Employer. To be considered for this position, send a resume and cover letter to Samantha Fryberger, Director of Marketing sfryberger@greaterclevelandaquarium.com. *No phone calls, please.*