



September 1, 2023

Dear Applicant,

The Ventura Port District, an equal opportunity employer, is advertising to fill the position of Marketing & Event Coordinator I. The Marketing & Event Coordinator I position is a member of the District's Marketing Team. Applicants should be prepared to work in a fast-paced team environment, with the ability to multi-task, and work Tuesday – Saturday to assist with events and onsite assignments during peak weekly visitation.

If you are interested in this position, please return the attached application **by September 29, 2023 by 5:00PM** by email to jrauch@venturaharbor.com or by mail to Ventura Port District, 1603 Anchors Way Drive, Ventura, CA 93001. You may submit a résumé and a few supporting documents, such as sample of work, letters of recommendations, etc.

All applications and materials will be reviewed to determine if a candidate meets the minimum requirements for the position. As such, it is imperative that the application be completed in its entirety and that the candidate signs the application. Statements such as "see resume" will result in disqualification.

The job application, resumes, and all other written materials of those candidates that meet the minimum requirements will be reviewed. The most highly qualified candidates will be invited to an initial interview to evaluate and compare participating candidates' knowledge, skills and abilities in relation to those factors which job analysis has determined to be essential for successful performance of the job. If you are selected for an interview, we will contact you with the date and time.

The Ventura Port District strives to maintain a drug-free workplace. A pre-employment drug screening is required for this position. Candidates will also be subject to a background investigation prior to a tentative offer of employment. The Ventura Port District will also comply with any ADA requirements.

A job description for this position is attached. The salary range is \$4,069 to \$5,395 for Marketing & Event Coordinator I. Placement within the salary range may be dependent on factors such as experience, education, and training.

I wish you luck in the process and look forward to receiving your information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brian D. Pendleton". The signature is stylized and somewhat abstract, with loops and flourishes.

Brian D. Pendleton
General Manager

Attachments: Job Description

1603 Anchors Way Drive Ventura, CA 93001
Tel: (805) 642-8538 / Fax: (805) 658-2249
www.venturaharbor.com

VENTURA PORT DISTRICT

Classification Specification
Date Updated: August 16, 2023

JOB TITLE: Marketing & Event Coordinator I/ II

REPORTS TO: Marketing Manager

FLSA: Hourly- Non-Exempt

JOB SCOPE:

Under administrative direction of the Marketing Manager, the Marketing & Event Coordinator I/ II serves as an integral team member of the Marketing Department, to assist and lead various facets of marketing, permit, and event production to amplify the Ventura Harbor and Ventura Harbor Village brand. While promoting the Ventura Harbor and Ventura Harbor Village as a premier visitor destination, the Marketing & Event Coordinator I/II develops, implements, and reviews both short and long-term goals and objectives focused on achieving the District's mission and executing the Board approved Annual Visitation Plan.

THE IDEAL CANDIDATE:

Marketing & Event Coordinator I:

- Demonstrates high energy and vision to amplify brand awareness of the Ventura Harbor Village and the Ventura Harbor.
- Works collaboratively and cooperatively with fellow employees, tenants, customers, and community partners.
- Knowledge of advertising and design campaign implementation.
- Ability to move projects through quickly and efficiently meeting deadlines and be flexible and dynamic in fast pace working environment.
- Ability to multitask and meet deadlines in a fast pace working environment.
- Creative, detail driven, with strong writing, content development, and editing skills.

Marketing & Event Coordinator II:

- All requirements of the Marketing & Event Coordinator I.
- Has experience in successfully producing public and/or private events and activities.
- Has experience and/or training in the tourism, shopping center, or visitor attraction fields.
- Has the ability to oversee digital and interactive marketing efforts for the Ventura Harbor.
- Review and approve marketing expenses compliant with annual budget.

ESSENTIAL FUNCTIONS: (include but are not limited to the following)

Event Production

- Production of creative Harbor-produced and Village event promotions.
- Incorporate Harbor Village tenant participation.
- Oversight of vendors for the Ventura Harbor Village events, activities, and entertainment.
- Determine and evaluate insurance and contractual needs as it pertains to onsite activities and vendor compliance.

Marketing (Digital/Advertising/Campaign/Web)

- Work to implement the Visitation Plan for Ventura Harbor and Ventura Harbor Village.
- Propose and research online marketing strategies for revenue and visitation growth.
- Coordinate advertising and seasonal promotion campaigns.
- Attend industry/tourism workshops, conferences, and trainings as it pertains to requirements of the position and professional development. May require out of town, multi-day travel.

Customer/Client Relations

- Assist and communicate with Harbor tenants on regular basis.
 - Development of schedules and itineraries working with Harbor tenants for visits by vendors, media, influencers, and photographers.
 - Enhance the visitor and customer experience with unique seaside elements.
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- Build relationships and oversee vendor service agreements, payments, work orders, and evaluation of vendors.

Marketing Administrative Support

- Work as part of a team in the office to achieve Harbor goals and objectives.
- Design presentations, layouts, banners, digital tools when necessary.
- Compose and distribute external and internal surveys as needed and participate in the presentation of results.
- Analyze campaign/event results for return on investments and make recommendations.
- Provide editing assistance to ensure all marketing is accurate and brand compliant.
- Collaborate with Marketing Manager and staff to develop annual visitation plan and budget.
- Review outside marketing expenses consistent with annual budget.
- Provide tenant communications and monitor of campaign participation forms.

Risk Management

- Compose and produce contracts, insurance, and on-site layouts to reduce risk and liability.
- Conduct walkthroughs with Maintenance Department for public events and activities.

ADDITIONAL JOB DUTIES:

Marketing & Event Coordinator I:

- Frontline administrative duties including responding to in-person, telephone, email, and digital inquiries.
- On site, day-of contact with permitted vendors for communication, coordination, and safety.
- Assist with physical set up and take down of on-site events and signage.
- Oversee content development in conjunction with Harbor initiatives and programming on Harbor websites/blog. Assist with content development for social media channels.
- Performs any additional administrative duties or special projects as may be assigned by the Marketing Manager.
- Process event and film permitting for Ventura Harbor (includes contracts, insurance, payments, revenue tracking, onsite meetings.)
- Administer campaigns & content as it pertains to DEI and other annual cultural programming.

Marketing & Event Coordinator II:

- All requirements of the Marketing & Event Coordinator I.
- Onsite lead for day-of events including supervision, coordination, direction, and safety.
- Participate in the Request for Proposal (RFP) process as it pertains to marketing and holiday décor program.
- Oversee content management and brand voice on Harbor social media channels.
- Research, participate in, and introduce new training opportunities for professional development.
- Manage and coordinate special projects as assigned by the Marketing Manager or General Manager.
- May be directed to supervise other staff on an interim basis, but it is not a primary responsibility of the position.

QUALIFICATION GUIDELINES:

Knowledge, Skills, and Abilities:

(The following are representative samples necessary to perform essential position duties.)

KNOWLEDGE OF:

Presentations, Enewsletter, software, social media channels, content creation, reporting, contract development/oversite, customer service, on trend marketing techniques and strategies, customer service, event production.

EXPERIENCE, EDUCATION, LICENSES, AND CERTIFICATIONS:

- Valid Class C driver’s license
- Experience with presentation and design software, and analytic apps
- Typing at least 60 words per minute

Marketing & Event Coordinator I

Requires:

- 3+ years of experience in marketing, customer service, admin support, or event production.
- Ability to work flexible hours, including weekends.
- A positive working attitude, initiative-taking, and accountability.
- Strong organizational skills, fiscal detail, and solid “eye” for design and customer service at visitor booths and Village activations and events.
- Creative thinker who stays current with latest trends.
- Strong written and verbal communication skills.
- Outstanding networking skills, personable, and enjoys a team environment.
- B.A. in Marketing, Business, Communications, or relevant field preferred.
- Working knowledge of Power Point, Canva, WordPress, SurveyMonkey, Mailchimp/Constant Contact, and willingness to learn programs quickly.

Marketing & Event Coordinator II

Requires:

- All requirements of the Marketing & Event Coordinator I.
- 4-5 years of large-scale public and/or private event production, with prior oversight of event staff management, budget, vendor contracts, insurance, and vendor evaluation.
- 3 or more years of digital campaign implementation or oversight.
- B.A. in Marketing, Business, Communications, or relevant field highly preferred.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:

The person in this position works in indoor office conditions with exposure to the outdoors; drives a vehicle to different locations; attends evening meetings; works under pressure, in potentially stressful situations, and with media scrutiny.

Physical Abilities: Hearing and speaking sufficient to exchange information in person, at formal presentations, or on the telephone; sitting or standing for extended periods of time; uses hands to handle, feel or operate standard office equipment including personal computer; mental capability to read and interpret statistical data and documents, observe and interpret people and situations, perform highly detailed work on multiple concurrent tasks, work under intensive deadlines and with media scrutiny. Sight as required by DMV licensing.

This position description is not a contract, and it is not intended to show every detail of the duties and responsibilities of the job. It is provided only to supply a general idea of what the position entails. This position may require completion of a background investigation to the satisfaction of the Ventura Port District.