

An Equal Opportunity Employer
CAREER OPPORTUNITY



HUMAN RESOURCES

Department of Economic Development
301 W High Street, Suite 720
Jefferson City, MO 65102

To apply, please visit mocarers.mo.gov and select the Department of Economic Development's job openings.

Closing Date: 5pm on November 4, 2020

Cooperative Marketing Program Coordinator

LOCATION: Missouri Division of Tourism
Jefferson City, MO

TRAVEL: Occasional overnight travel may be required

ANNUAL SALARY: \$38,000 - \$40,000

This position is part of the Promote Missouri Fund team. This team conducts planning, development, administration, and sales of the programs available to qualified Missouri Tourism Industry partners, working collaboratively to promote Missouri as a premier destination for tourists throughout the United States and from around the world. This position will assist the Cooperative Marketing Manager in day-to-day operations and provide support for the implementation of advertising and marketing options.

Your Primary Focus Will Be:

- Collect, monitor, and track all approved projects' progress through the fiscal year with regard to program guidelines and compliance through document audit and review.
- Respond to inquiries and provide assistance to DMOs and other qualified partners, in order to manage deadlines and deliverables.
- Audit and process all quarterly reimbursement request documents to ensure guidelines and contractual compliance. Maintain the reimbursement data in a database and provide all necessary assistance to the program participants to ensure successful reimbursement.
- Review print ads, radio or television spots, billboards, and electronic marketing for logo compliance.
- Communicate with prospective destination marketing organizations and tourism related businesses when opportunities exist within the guidelines of the program to include marketing, advertising, trade shows, educational tours, and other activities.
- Prepare and record regular web-based program seminars designed to educate Project Directors and Executive Directors.
- Receive and review all program applications. Audit and determine if the marketing activities included in the application may be funded through the program according to program guidelines. Remove ineligible marketing activities listed in the application and obtain proper amendments, when needed. Maintain application data in database and generate reports from the database on an as needed basis.
- Notify the program participants of funds awarded via written correspondence of a letter and an Acceptance Agreement. Process and prepare the Acceptance Agreements for the Director's signature.
- Enter Project Summary Report data into the database.
- Travel and represent MDT at assigned tourism conferences, trade shows, media and sales missions. Provide MDT staff with a report or short presentation that outlines the main takeaways from any such travel.

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Job Knowledge, Skills & Abilities

To perform this job successfully, an individual must be able to perform each essential function of the job with or without reasonable accommodations.

- Knowledge and experience in marketing and/or advertising
- Communication: Excellent oral and written communication skills
- Problem Solving: Strong problem-solving and organizational abilities. Works with team to identify and resolve problems in a timely manner
- Quality Control: Accuracy and thoroughness with a critical eye for detail is a must. Ability to meet deadlines.
- Ability to travel in the performance of assigned duties.
- Ability to establish and maintain effective working relationships with other staff, industry partners, and the general public.

Qualifications & Competencies:

- Bachelor's degree in business or public administration, marketing, advertising, communications, journalism, or accounting.
- 1-3 years of relevant experience
- Intermediate knowledge of the use of personal computers and software packages (Excel, Word, and Access).
- Must have a working knowledge of basic accounting skills.

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