



## **JOB OPENING ANNOUNCEMENT**

### **Job Title: Event & Marketing Coordinator**

**Department(s):** Customer Service

**Reports to:** Customer Experience Manager

Dear Applicant:

Thank you for taking an interest in joining the Ohio River Scenic Railway team. Our company is seeking to hire a highly qualified and motivated individual to manage the development and execution of a successful customer experience program and overall operation. We operate a railroad-based entertainment and event venue located in Tell City, IN and are committed to becoming the area's preeminent tourism attraction.

The ideal candidate will be able to demonstrate a strong professional record of success in marketing program development, project management, event coordination, and team building; while also providing evidence of the requisite work ethic to thrive in a fast-paced, high-growth, creative and adaptive environment - via personal references, professional references, and a one-on-one interview if selected.

We encourage all interested persons to apply. If you believe that you qualify for this position after reading the information below, please fill out the application and return it via email with a copy of your resume, reference list and any other documents you believe would be relevant.

Sincerely,

Logan Day  
President  
Ohio River Scenic Railway



## Ohio River Scenic Railway Job Description

**Job Title:** Event & Marketing Coordinator

**Department:** Customer Service

**Reports to:** Customer Experience Manager

**FT/PT:** Part Time

**Pay:** Hourly

### Summary

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The event & marketing coordinator is responsible for developing and implementing strategic plans for all aspects of event programming, operations, marketing and sales related to a railroad-based event venue.

### Duties & Responsibilities

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- Collaborate with the executive leadership team to develop core objectives and strategies that achieve the company's mission, vision, and purpose.
- Advocate for customer needs in the development and deployment of projects and strategies throughout the organization.
- Coordinate the events and day-to-day operations of the company.
- Interface directly with customers before, during and after their experience with our company.
- Establish systems to continuously measure and improve customer satisfaction, loyalty, brand image, acquisition, retention and overall customer sentiment.
- Understand, revise and maintain the target market analysis.
- Develop plans which outline the buyer's journey and life cycle of each prospective passenger.
- Design and implement measurable marketing and sales campaigns that utilize a variety of marketing channels.

Our railroad operates exclusively on Saturdays, Sundays and certain holidays; therefore availability and willingness to work every weekend is a must. The balance of weekly hours should be committed coordinating and planning tasks throughout the week. Flexibility in choice of working days and hours spent on-the-clock between Monday and Friday is provided.

### Skills & Competencies

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In order to be successful in this role, a candidate must demonstrate the following:



## Ohio River Scenic Railway Job Description

- Interpersonal skills; ability to solve conflict; ability to balance team and individual responsibilities.
- Strong oral and written communication; ability to speak and write clearly and informatively.
- Proficient with Windows PC, Microsoft Office and GSuite products (Google).
- Proficient in the use of consumer and marketing components of Facebook, Twitter, Instagram, Youtube, LinkedIn, and other digital media sites.
- Expert in event coordination, planning and management.
- Ability to maintain professionalism and communicate with others in a tactful manner.
- Ability to react well under pressure in high-stressed situations; accept responsibility for own actions.
- High degree of self-direction and self-motivation.
- Ability to remain highly organized in complex scenarios and work environments.
- Ability to consistently meet deadlines.
- Dependability and follow through on commitments.
- Strong attention to detail.
- Ability to build harmonious relationships with colleagues, supervisors, volunteers, customers, and external business contacts.
- Observe all safety and security procedures; determine appropriate action beyond guidelines; report potentially unsafe conditions; use equipment and materials properly.

### Work Environment

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The successful candidate will be allowed to work remotely and required to establish a strong chain of communication with key leadership to ensure that objectives are being met.

-- Remote: **80%** | In-Person: **20%**

### Education & Experience

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#### Minimum

- 18 years of age. Must have reliable transportation and the ability to drive to and from work as well as during the work shift.
- High School Diploma or GED required.



## Ohio River Scenic Railway Job Description

- At least 2 years of recent, verifiable experience working in a marketing, public relations, event coordination, business administration, managerial or similar field.

### Preferred

- Bachelor's degree in marketing, public relations, event coordination, business administration, managerial or similar field.
- 5 years of recent, verifiable work experience.

### References & Miscellaneous

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Interested applicants should submit three (3) professional references with their application. All applicants MUST be willing to submit to a criminal background check.

### Acknowledgements

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I understand and agree that it is my responsibility to read this description in its entirety. I also understand and agree that this job description is not designed to cover or contain a comprehensive listing of all duties, responsibilities, competencies, physical demands, or working conditions that are required of the employee for this job. Duties, responsibilities, competencies, physical demands, or working conditions may change at the discretion of Ohio River Scenic Railway at any time with or without notice. I also understand and agree that Ohio River Scenic Railway retains the right to eliminate the position or reassign me to another position and that my employment is at will and that Ohio River Scenic Railway may terminate the employment relationship at any time, with or without cause or notice.

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Employee Name

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Employee Signature

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Date