



Destination Toledo  
401 Jefferson Avenue  
Toledo, Ohio 43604-1067

p: 419-321-6404  
f: 419-321-5040  
VisitToledo.org

## Marketing Specialist

### WHO WE ARE

Destination Toledo Convention and Visitors Bureau, a not-for-profit organization, serves as the official Destination Marketing Organization (DMO) for Lucas County and the greater Toledo region. Our enthusiastic team of Toledo experts is dedicated to showcasing all the area has to offer. Destination Toledo's mission is to attract meetings, conventions, and tourism to the Toledo area, driving economic growth and fostering community pride.

### POSITION SUMMARY

Destination Toledo is seeking an enthusiastic and creative Marketing Specialist to join our Marketing & Communications team. This role involves managing a variety of marketing and external communications tasks, including creating and curating content for social media, websites, press releases, blogs, and email campaigns. Reporting to the Director of Marketing & Communications, the Marketing Specialist will play a vital role in promoting Destination Toledo's partners and the greater Toledo region to target audiences through a variety of mediums and media platforms

### REQUIRED QUALIFICATIONS AND SKILLS

- Bachelor's degree in Marketing, Communications, Public Relations, Tourism, or equivalent experience.
- 1-3 years of relevant experience.
- Excellent verbal and written communication skills.
- Strong project management and organizational abilities.
- Proficiency in social media marketing and content creation.
- Self-starter who thrives both independently and collaboratively.
- Proven ability to meet deadlines while delivering high-quality work.
- Proficient in Microsoft Office Suite.

### PREFERRED QUALIFICATIONS AND SKILLS

- Experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, Premiere).
- Familiarity with web content management systems (CMS).
- Knowledge of the Toledo area, including local attractions and events.

### KEY RESPONSIBILITIES

- Assist with managing, posting, and creating content for social media platforms.
- Develop engaging short-form video content for platforms such as Instagram Reels, TikTok, and YouTube Shorts.
- Oversee and update the full Calendar of Events on VisitToledo.org.
- Manage special projects, including digital passport initiatives like Coffee Quest 419 and the Toledo Savings Pass.
- Write, edit, and maintain website content and email marketing campaigns.
- Assist in crafting press releases to promote Destination Toledo and its partners.
- Create and promote travel packages designed to increase visitation and extend stays in the Toledo area.
- Form strong relationships with local partners to effectively promote their organizations.



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#### **OTHER REQUIREMENTS**

- Some social media management outside regular office hours.
- Availability to attend some evening and weekend events.

#### **BENEFITS**

- Health Insurance, Vision, Dental, Life, 401k, Health Savings Account
- Paid Vacation and Sick Time
- Paid Parking

#### **JOB CLASSIFICATION**

- Full Time, Salary

Destination Toledo is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, protected veteran or disabled status, or genetic information.

To apply for this position, please submit a cover letter and resume to [Careers@VisitToledo.org](mailto:Careers@VisitToledo.org).