



Marketing and Visitor Experience Coordinator – Built on Grit

Summary

Implementation of the annual marketing objectives for *Built on Grit: ND Business Hall of Fame*. Responsible for developing and executing marketing campaigns that increase awareness, attract visitors, celebrate North Dakota businesses, and strengthen Built on Grit grand. Creates compelling content, manages marketing projects, coordinates promotional efforts and events, and ensures that all communications are consistent with the Built on Grit brand while aligning with Dakota Business Lending's mission.

Primary responsibilities

- Develop marketing campaigns and materials to support Built on Grit's annual marketing goals.
- Ensure all messages and materials align with the Built on Grit brand standards and voice.
- Create, edit, and distribute marketing materials including, but not limited to:
 - Email campaigns and newsletters
 - Press releases, media advisories, and feature stories
 - Social media content and campaigns
 - Website content and updates
 - Brochures, flyers, signage, advertisements, and other print materials
 - Digital graphics, videos, presentations, and other promotional materials
- Maintain and update Built on Grit website
- Manage Built on Grit social media channels and content calendar
- Capture photos and video for marketing, storytelling, and promotional use
- Assist with design and development of future exhibit pieces and inductees
- Communicate with, update, and manage relationships with exhibit partners, inductees, and others
- Develop stories highlighting ND businesses, entrepreneurs, exhibit experiences, and community impact
- Coordinate media relations and assist with public relations efforts
- Coordinate promotional partnership with businesses, tourism organizations, chambers, and community partners
- Plan, coordinate, and attend Built on Grit events, community outreach activities, and promotional opportunities
- Coordinate staffing, staff training, and logistics for the exhibit
- Assist with exhibit promotions, special campaigns, and seasonal initiatives
- Track marketing metrics and recommend opportunities for improvement
- Assist with annual marketing planning, budgeting, and special projects

Relationship structure

- Employee status: Regular Full-time Employee
- Starting date: September 1, 2026 or sooner if available
- Location: Medora, ND or willingness to travel often, especially in summer season
- Reports to: Marketing Director



- Requirements – Bachelor’s degree in Marketing, Journalism, Communications, or related field. Knowledge of digital marketing tactics including SEO, email, and web analytics. Excellent writing and communication skills. Ability to consistently meet tight deadlines.
- Preferred but not required – 2-3 years of relevant marketing experience including graphic design, social media, web development, event planning, content management/development, campaign development and execution, etc.. Experience with Canva, Adobe, Wordpress, or other related design/website programs.

