



<b>Job Title</b>	<b>Marketing Project Manager</b>
<b>Location</b>	<b>Pleasant Prairie, WI</b>
<b>Supervised by</b>	<b>Executive Director</b>
<b>Last Revised</b>	<b>June 2025</b>
<b>Classification</b>	<b>Full-Time</b>
<b>FLSA</b>	<b>Exempt</b>

If you love purpose-driven work full of community and collaboration, variety in your day, and a team that knows how to have fun while getting things done, we'd love to hear from you—explore the full job description below. Submit your cover letter and resume to Amber Cochran: [acochran@staffwyze.com](mailto:acochran@staffwyze.com).

## Company Overview:

Since launching in 2018, Visit Pleasant Prairie has evolved into a dynamic presence in the tourism industry, a 501(c)(6) nonprofit dedicated to destination development and strategic marketing. Funded by hotel and short-term lodging tax, and fueled by big ideas (and coffee!), we're all about driving the growth of our region's hospitality industry in an authentic and sustainable way that is of value to our local community. As an economic catalyst, we continue to bring excitement and energy to everything we do.

Our organization has hit some significant milestones within the past two years, including expanding the team, opening our first-ever Welcome Center in May 2024, developing unique cherished community traditions and beloved annual events like the Halloween and Holiday Lights Tour, and establishing new gathering places like the Lake Andrea Beer Garden and Pleasant Prairie HarborMarket.

Our team is dedicated to making Pleasant Prairie a truly special place to live and visit. After all: *It's Always Pleasant in the Prairie!*

## Position Overview:

As Marketing Project Manager, you'll work closely with the Executive Director to keep marketing efforts running smoothly, manage projects effectively, and ensure every initiative makes a real impact.

This role calls for exceptional written communication skills to manage and contribute to quality digital and print content, ensuring campaigns and events not only look polished but also resonate, drive engagement, and truly reflect the spirit of our community.

This is a great opportunity to become part of a thriving organization, contributing to a focused, mission-driven team. Together, we'll be driving meaningful community impact and elevating Pleasant Prairie's standing as a premier destination.

## Key Responsibilities:

### Marketing Execution and Project Management

- Manage marketing project timelines and visible workflows, ensure timely collaboration and completion, report results, and note new trends.
- Write and edit high-quality content across platforms, including social media, newsletters, blogs, website, and print materials, maintaining a consistent brand voice.
- Manage the organization's presence on websites, social media channels, and physical materials such as displays (on-site and off-site) to ensure content is timely, accurate, and engaging.
- Coordinate with the Executive Director and external contractors on design-related work, and oversee production and distribution of final assets.
- Monitor the organization's marketing performance using tools like Google Analytics and provide impact reports with actionable insights.
- Maintain and update marketing trackers, databases, and budgets to support strategic planning and resource alignment.
- Utilize project management tools (e.g., Monday.com) to organize and track progress on initiatives from start to finish.
- Proactively address project disruptions, communicate concerns, and ensure team accountability throughout project lifecycles.
- Provide on-site support for events, including setup, breakdown, and hospitality coordination.
- Maintain a flexible, hands-on approach to tasks, supporting the team as needed and contributing to a positive, community-focused environment.
- Manage the marketing budget and expense reporting.

## **Contractor and Welcome Center Oversight**

- Oversee Welcome Center operations, ensuring a clean, organized, and visitor-friendly environment, including merchandise management, vendor coordination, and weekend staffing coverage.
- Manage Welcome Center and Events contractors, handling onboarding, training, scheduling, and performance to ensure smooth, professional service delivery.

## **Qualifications:**

- 5+ years of project management, preferably in marketing, events, or hospitality-related roles.
  - PMP certification is not required; however, displaying the ability to successfully manage timelines, people, and priorities while remaining organized is necessary.
- A bachelor's degree in business management, marketing, journalism, or a related field is required.
- Demonstrated excellent written and verbal communication, with sharp attention to detail and the ability to create and review high-quality content efficiently. A strong grasp of message alignment and tone is critical to success in this role. Grant-writing experience is a plus.
- Confidence in the daily use of Microsoft Office, marketing tools, project management platforms, and CMS or CRM systems. Experience with Adobe Creative Suite is great, but not required. A proven ability to quickly grasp new technologies and adapt to evolving digital tools is necessary.
- Hospitality-focused mindset with a genuine passion for community engagement. Maintain a flexible, can-do attitude with a willingness to step in wherever needed to keep momentum and deliver results.
- Willing to work indoors and outdoors. Everyone at Visit Pleasant Prairie helps at events, no matter the weather. Plan to be in the sun, heat, or cold at various events throughout the year. This role requires physical tasks like lifting, pushing, or pulling up to 50 pounds and supporting event setup and teardown.
- Must be willing to undergo a background check and motor vehicle records (MVR) check as a condition of employment.
- Must be comfortable occasionally driving the company vehicle for business-related errands, events, or deliveries.

## **Benefits:**

- Paid Time Off and Holidays
- Healthcare Stipend
- Retirement Savings Plan with Company Match
- Bonus Potential

- Conference Travel
- Staff Outings
- Pleasant Prairie RecPlex individual membership (approx. value of \$818/yr).

## **Welcome Center & Offices:**

4721 75th Street, Pleasant Prairie, Wisconsin