

Vision Beloit seeking marketing assistance

By Shaun Zinck szinck@beloitdailynews.com | Posted: Monday, December 2, 2013 4:00 pm

Four Vision Beloit partners are teaming up to hire a marketing executive, that they hope will help promote the Beloit area.

The Greater Beloit Chamber of Commerce, Visit Beloit, Downtown Beloit Association and Greater BeloitWORKS are looking for a marketing executive that would work with all four organizations.

“We held a brainstorming meeting with all the executive directors and board chairs, and we were looking for a ways to further advance our mission to work together as a group,” said Monica Krysztopa, executive director for Visit Beloit.

She added the organizations wanted to further collaborate through marketing in order to have a better impact regionally.

Krysztopa said all four organizations already collaborate significantly, however, most of it is behind the scenes. They also all are based in the Vision Beloit building in downtown Beloit.

“All of us have been in this building for a long time and collaborated together on a number of things, but this one will be seen in public to greater extent,” she said.

Krysztopa said all the leaders of the organizations wrote down goals that they would like to see implemented with the new position.

“Visit Beloit is really the marketing arm for the city,” she said. “My job is to make sure the goals of the objectives from all the organizations are on task.”

The marketing executive will help with social media, print and ad design and promoting chamber and DBA events, she said.

Shauna El-Amin, executive director for the Downtown Beloit Association, said she would like to see the marketing executive help with print and advertising design.

“We’ve been doing our ads in-house for over a year and a half,” she said. “It will help take a load off our shoulders.”

El-Amin echoed Krysztopa’s comments, and said the organizations all have similar goals, and this is just one more area where they will collaborate.

Rockford-based Staff Management, Inc. was hired by the organizations to help find a person for the new position. The company also was hired to help with the search for the chamber's new executive director.

Larry Bergen, chairman of the chamber of commerce board, said he hoped to fill the executive director position early next year.

Bergen said of the marketing executive that the four organizations' missions overlap quite a bit, and having one person on the marketing side is both cost effective, and fits well with the goals of the agencies.

"It really does not make sense if we all try to do our own marketing, own logos and branding without really coordinating tightly with each other," he said. "We really need to work in concert with each other."

Krysztopa said the position is full time and about two dozen applications already have been received. The four organizations will share the cost for the salary and benefits for the position, she said.

She said the application period is open until Dec. 16, and hoped to fill the position by February.

"This is a positive thing for all organizations, and it's a great way for all of us to ensure that the messaging, look and direction in terms of marketing is consistent," she said.