

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

JOB POSTING

Title: Social Media Specialist
Department: Marketing, Communications & Partnership (MCP)
Reports To: Director of Marketing
Pay Rate/Hours/Benefits: Competitive Salary DOE, 40 hours/wk., outstanding benefits including downtown paid parking.

Visit Albuquerque, a premier destination marketing organization in the Southwest, seeks a motivated, detail-oriented individual to execute Visit Albuquerque's overall content marketing strategy for Visit Albuquerque and ABQ365 social media platforms. Oversees ABQ365 events calendar and promotes events and Partners. Plans and presents television segments to highlight upcoming events. Writes blog posts for the Visit Albuquerque website and contributes content for newsletters and other projects as assigned.

Successful candidate responsibilities will include:

- Manages Visit Albuquerque brand and image as displayed on social media by strategically writing, editing, proofreading, posting, and gathering content for Visit Albuquerque and ABQ365 accounts across social media channels. Effectively uses copy, images, and video to produce highly engaging content.
- Ensures engagement with social media followers across Visit Albuquerque and ABQ365 accounts. Monitors comments and responds in a timely manner, when appropriate.
- Grows followers, engagement rates and overall brand awareness for Visit Albuquerque and ABQ365 social media accounts.
- Manages all social media advertising accounts, including strategically developing content, graphics, geotargeting and budget in collaboration with identified staff to ensure maximum performance of ad campaigns.
- Oversees all social media coverage and Visit Albuquerque Partner mentions, tracking in CRM database.
- Researches and identifies latest social media trends appropriate for marketing and within the branding focus of Visit Albuquerque and analyzes various social media analytics to ensure that Visit Albuquerque remains on the frontline of innovative social media marketing.
- Ensures brand consistency in voice, tone and messaging.
- Tracks social media metrics on a monthly basis and provides reports.
- Collects, compiles, and maintains Visit Albuquerque's calendar of events, ensuring the highest quality information. Proactively seeks out events to ensure a comprehensive arts, culture and entertainment events calendar for Albuquerque. References overarching featured event promo plans and spreadsheets to ensure promotion of Albuquerque's most prominent events.
- Takes complete charge of televised ABQ365 segments, appears as a spokesperson for Visit Albuquerque on KRQE, composes script and presents promotional segments as scheduled, and publishes KRQE segment to ABQ365 blog.
- Facilitates ongoing relationship with TV producers and schedules segments to highlight recent and newsworthy projects and community resources.

- Maintains portion of CRM used for script creation, television appearances, content distribution and logging of events content into CRM.
- Tracks all social media coverage and Visit Albuquerque Partner mentions, including the logging of Partner social mentions, email and KRQE mentions in CRM database.
- Attends Partner and community events as assigned, to acquire new photos, videos, and dynamic content, for the use on social media and other digital channels.
- Writes posts for the ABQ365 blog as assigned.
- Collaborates with marketing team to build ABQ365 strategic partnerships to increase awareness and usage of the events calendar and blog.
- Creates and edits editorial content for annual Albuquerque Visitors Guide publication as assigned.
- Maintains a professional appearance at all times keeping within industry standards.
- Demonstrates professional and ethical conduct at all times in accordance with Company policy

Qualifications include:

Education/Experience: Bachelor's degree in marketing, journalism or communications or another related field. A minimum of three or more years of directly related experience or equivalent combination desired.

The successful candidate will possess or acquire the following skills and abilities:

- Strong social media management skills.
- Demonstrated ability in copywriting.
- Strong written and verbal communications skills.
- Demonstrated ability in project financial budgeting and time management.
- Knowledge and appreciation of Albuquerque.
- Knowledge of Hospitality, Meetings and Conventions and/or Tourism industries a plus.
- Ability to handle and prioritize multiple tasks and projects simultaneously with a high degree of accuracy.
- Ability to meet deadlines and handle pressure.
- Must be able to work independently with minimal supervision and be willing to make routine decisions independently.
- Ability to demonstrate flexibility related to job tasks when required.
- Must be a team player as part of collaborative efforts.
- Ability and willingness to establish and maintain accurate filing systems.
- Skills and ability to operate general office machines such as computer terminal, typewriter, fax, copiers, telephones, etc.
- Must demonstrate superior customer service skills in dealing with internal and external customers, speaking, and acting in a courteous and professional manner at all times.
- Demonstrated ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
- Demonstrated skills in MS Office software required; prefer experience with design software such as Photoshop or other photo programs and Adobe InDesign or other layout programs.
- Working knowledge of databases acquired through either formal education or on-the-job experience. Ability to learn industry-specific CMS and CRM software.
- Able to work off-site and travel outside the region on business as needed. Must have reliable transportation and be able to travel to off-site businesses.
- Must be able to work off hours on occasion.

Send or email resume and cover letter to:

Human Resources
Visit Albuquerque
20 First Plaza NW, Suite 601
Albuquerque, NM 87102
E-mail: jobs@visitABQ.org
EOE

The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For more information, call 505.842.9918 or visit our web site at www.VisitABQ.org.