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# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

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## JOB POSTING

**Title:** Content 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 develop content for blogs, website pages, Industry Insider e-newsletter, email campaigns, native content, news releases, presentations, speeches, and reports.

Successful candidate responsibilities will include:

- Serve as managing editor of the “Industry Insider” monthly Partner newsletter. Plans production schedule, develops editorial package, and writes articles.
- Plans and writes copy for leisure e-newsletter and ABQ365 e-newsletter.
- Tracks and logs ABQ365 and “Industry Insider” e-newsletters in the CRM database.
- Writes blog content, acquires photographs and uses the CMS to post blogs.
- Writes news releases and media advisories as assigned.
- Develops talking points for media interviews as assigned.
- Develops speeches, presentations and reports as assigned.
- Develops ad copy as assigned.
- Collaborates with marketing team to build ABQ365 strategic partnerships to increase awareness and usage of the event calendar and blog.
- Manages CMS to ensure website has a consistent look, feel and voice throughout all web pages.
- Performs regular audits of website content to ensure accuracy and SEO.
- Develops content for website and microsites, working with other staff members as needed.
- Participates in design, testing and production of website projects under direction.
- 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 writing skills, including ability to write for various audience types and to write varying styles of copy (journalism, feature writing, marketing copy, advertising copy, reports, presentations). Knowledge of Associated Press style desired.
- Strong written and verbal communication skills. Must be capable of explaining complex concepts in a comprehensive fashion.

- Knowledge of Microsoft Office software required. Knowledge of Adobe Creative Suite desired. Familiarity with website content management systems desired.
- Knowledge and appreciation of Albuquerque.
- Ability to handle and prioritize multiple tasks and projects simultaneously with a high degree of accuracy.
- 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.
- Must be able to work independently and with minimal supervision.
- Must be a team player as part of collaborative efforts.
- Demonstrated previous experience in interactive and online marketing and research illustrating successful and measurable marketing projects.
- Ability to meet deadlines and handle pressure in a fast-paced environment.
- Able to travel outside the region on business.
- Ability to learn industry-specific organization software, including Simpleview software.
- Must be flexible and able to routinely re-adjust to conditions and circumstances including ability to work weekends and evenings when needed.
- Ability and willingness to make routine decisions independently.
- Knowledge of Hospitality Industry, Convention or Tourism business a plus.
- Ability and willingness to establish and maintain accurate filing systems.
- Skills and ability to operate general office machines such as computer terminal, fax, copiers, telephone etc.

**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](mailto:jobs@visitABQ.org)**  
EOE

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