



## JOB POSTING

**Position Title:** Marketing & Sports Events Marketing Specialist  
**Divisions:** Marketing, Communications & Partnership  
**Hours/FLSA Status:** Full Time Non-Exempt position with benefits  
**Salary/Benefits:** Salary - DOE. Excellent benefits package including paid downtown parking and 401k program with match.

### POSITION SUMMARY

Visit Albuquerque, a premier marketing organization in the Southwest, seeks a motivated and experienced professional to provide marketing support for the Sales, Services and Sports Division under the guidance of Marketing Division leadership. Position receives assignments and guidance from the Sales, Services and Sports Division as well as from the Marketing Division and reports to the Director of Marketing to ensure consistency in branding and messaging and to coordinate with other marketing resources including graphic design, social media, advertising, media relations and digital marketing.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Manage, maintain, and update existing sales and marketing collateral utilized by the sales, services, and sports team, including, but not limited to, hotel and convention center brochures, sales deployment map, sales one-pagers, bid books, bid letters, travel information, tourism information, partner welcome signage, site visit books, LOIs, sales presentations, trip brochures, post event surveys, customer event invites, promotional QR codes, airport video wall and kiosk.
- Develop and create new sales collateral for continued growth and improvement of resources available to the sales, services, and sports team.
- Ensure that all sales collateral follows Visit ABQ brand guidelines.
- Manage social media channels for meetings and sports events, including LinkedIn, Facebook, Twitter, and Instagram. Publish posts, monitor and build engagement, respond to messages and track analytics. Develop new social media accounts as needed.
- Assist with drafting press releases, media requests and other communications needs as directed by the Director of Communications & Public Relations.
- Update and write new sports, events and meetings-related VisitABQ.org website content and update related webpages using CMS.
- Process fulfillment of sponsorship agreements related to the meetings and sports market, including agreements for industry events.

- Track and process co-op funding reimbursements from the New Mexico Department of Tourism for trade shows.
- Coordinate photo and video requests for meetings, conventions, and sports events.
- Contribute stories about meetings and sports events and the activities of the Sales, Services and Sports Division to the "Industry Insider" newsletter, and write copy for convention and sports-specific newsletters as needed.
- Consistently manage and update CVENT database with current Albuquerque information and creative.
- Assist with the creation and planning of convention and sports marketing and advertising initiatives.
- Provide backup to staff in Albuquerque booths during tradeshow and conventions as needed.
- Must always maintain a professional appearance keeping within industry standards.
- Always demonstrates professional and ethical conduct in accordance with Company policy.
- Contributes to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to Visit Albuquerque, and always acting and speaking in a courteous and professional manner.

## **QUALIFICATIONS**

### Education/Experience

Bachelor's degree in business/marketing, communications/public relations or related area of study and at least one-year of related experience and/or training.

### Required/Acquired Skills, Knowledge, and Competencies

- Knowledge and appreciation of Albuquerque
- Knowledge of MS Office software including Word, Excel, Powerpoint and general office skills. Experience with Adobe Creative Cloud is preferred.
- Demonstrated ability to organize, to prioritize and to manage multiple tasks simultaneously.
- Demonstrated excellent writing skills. Ability to write quickly and accurately, fact-check and proofread own work, and follow an editorial style guide. Proficient in drafting both short-form and long-form copy and writing for a variety of audiences.
- Strong verbal communication skills.
- Basic understanding of the principles of graphic design.
- Skills and ability to operate general office machines such as computer, printers, copiers, telephones, etc.
- Ability and willingness to learn industry-specific software, including Simpleview and CVENT software.
- Experience on Mac computers preferred.

- Experience with a website content management system preferred.
- Experience with management of corporate social media accounts preferred.
- Knowledge of hospitality industry, convention, or tourism business a plus.
- Because of the high visibility of this position, the candidate must exhibit a strong customer service orientation.
- Bilingual ability a plus.

Date Posted: November, 2022

**To apply for this position, e-mail, fax or mail resume & cover letter including salary history to:**

Human Resources – AC  
Visit Albuquerque  
PO Box 26866  
Albuquerque, NM 87125-6866  
Fax: 505-247-9101  
e-mail: [jobs@visitabq.org](mailto:jobs@visitabq.org)  
[www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
**No phone calls please**

*Visit Albuquerque is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.*