



JOB POSTING

Title: Marketing & Communications Coordinator
Department: Marketing, Communications & Tourism (MCT)
Reports To: Digital Content Manager
Pay Rate/Hours/Benefits: Competitive Salary DOE, 40 hours/wk, outstanding benefits including downtown paid parking.

Visit Albuquerque, a private, not-for-profit corporation seeks a motivated, detail-oriented individual to coordinate and provide marketing and communications support to the Marketing, Communications & Tourism division reporting to the Digital Content Manager.

Successful candidate will provide marketing and communications support to the MCT team including:

- Coordinate all facets of online and printed Visit Albuquerque Calendar of Events
- Manages ABQ365 social media channels and assists Social Media Specialist with ongoing social media needs for VisitABQ social channels
- Contributes to ABQ365 Blog as a content writer
- Completes scripts for weekly on-air TV presentation and serves as backup to regular staff reporter
- Drafts press releases and responds to media inquiries as directed
- Assists with content updates for VisitABQ.org website
- Maintains records of marketing and communications efforts within CRM database
- Coordinates and plans VisitABQ presence at special events including Balloon Fiesta and New Mexico Bowl
- Manages trade advertising process
- Assists with MCT project management needs

Qualifications include:

Education/Experience: Bachelor's degree in business/marketing or communications/public relations or another related field. A minimum of one year's experience required.

The successful candidate also will possess:

- Strong writing and verbal communication skills
- Ability to work independently and is a self-starter
- Demonstrated ability to organize, prioritize and handle multiple tasks simultaneously
- Proficiency in Microsoft Office
- Mac computer experience preferred
- Basic use of design programs and database software a plus
- Bilingual Spanish/English a plus

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.