



Job Description

Job Title: Digital Communications Specialist

Status: Full-Time, Non-Exempt

Department: Communications

Date: October 2022

Reports To: Director of Communications

Explore Fairbanks Mission: "To be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience."

Position Summary: Promotes Fairbanks as a visitor destination through the website and digital newsletters to a local, statewide, national and international audience. Researches, updates and manages various features of the organization's website including content, images and search engine optimization. Assists with departmental administrative duties and other projects as assigned.

Duties/Responsibilities:

1. Manages all technical aspects of the Explore Fairbanks website.
2. Maintains all content and images on the organization's website.
3. Creates, builds and manages pages, content and site organization of Explore Fairbanks' website through a proprietary CMS environment and CRM database.
4. Ensures that website content is consistent with the organization's strategic plan and works with others to refresh website content. Ensures accuracy, timeliness and appropriate credit for all information and images.
5. Remains up to date on the latest technologies and trends, including Internet marketing, search engine optimization, security issues, authoring tools and photo editing.
6. Executes and manages search engine optimization and metatag placement.
7. Generates and analyzes web analytics reports. Recommends program changes.
8. Provides research and analytics to assist senior management in decisions regarding Internet marketing and management strategies.
9. Monitors and manages contractor activities, vendor agreements and subscriptions. Tracks expenditures to adhere to budget.
10. In conjunction with Director of Communications, creates, sends and manages direct email newsletter programs.
11. Manages and assists industry organizations, contractors and business partners as they relate to the website.
12. Monitors third-party websites for accurate destination information. Works to update information as necessary.
13. Assists with administrative duties for the department.
14. Assists with the storage and organization of photographs and video to be used by Explore Fairbanks.
15. Compiles department statistics and contributes to the overall performance measurement goals of the department.
16. Works with contractors to facilitate Internet and IT needs for the organization.
17. Ensures that Explore Fairbanks' branding guidelines are incorporated into marketing messages and promotional materials.
18. Assists with additional departmental projects as necessary including, but not limited to, social media, database management and media tours.
19. Performs other department or organization projects as assigned.

Education/Experience/Skills Requirements:

- College degree in communications, computer science or a related field or four or more years of related experience.

- Comprehensive and up-to-date knowledge of SEO.
- Extensive knowledge of PCs, including word processing, spreadsheet and database software.
- Experience using web apps and content management systems.
- Understanding of template format, database driven websites and newsletters and basic html language.
- Must pay attention to detail, be organized, dependable and able to work independently as well as within a group.
- Knowledge of Fairbanks, Interior and statewide visitor industry.
- Excellent communication skills in writing, editing, public speaking, telephone and interpersonal communications.

Work Requirements:

- Must be available to work 40 hours per week and occasional overtime.
- Must be able to work in close quarters.
- May be required to work evenings and weekends.
- Professional dress required.
- Must possess a valid Alaska Driver's license.
- Must possess and show proof of car insurance.
- Must have reliable transportation.
- Must be able to lift and transport items weighing up to 50 pounds.

Explore Fairbanks is an Equal Opportunity Employer.

Disclaimer: The above information on this description has been designed to indicate the general nature and level of work performed by the employee(s) within this job. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employee(s) assigned to this job.