



Job Description

Job Title: Internet Marketing Specialist
Department: Communications
Reports To: Director of Communications

Status: Full-Time, Non-Exempt
Date: July 2021
(Revised July 2021)

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 destination through the website by proactively managing content and SEO. Research, update and manage various online marketing features of the organization’s website. Promote Fairbanks as a visitor destination via the website, social media and other various projects and programs to a local, statewide, national and international audience.

Duties/Responsibilities:

1. Manage all technical aspects of the website.
2. Maintains all content and images on the organization’s website and social media.
3. Create, build and manage 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 social media, Internet marketing, security issues, authoring tools and graphic design tools.
6. Provides research to assist senior management in decisions regarding Internet marketing and management strategies.
7. Executes and manages search engine optimization and metatag placement.
8. Generates and analyzes traffic reports. Recommends program changes.
9. Monitors contractor activities and manages vendor agreements. Tracks expenditures to adhere to budget.
10. Implements appropriate, strategic promotional programs to attract users to the website.
11. Oversees Internet and IT needs for the organization.
12. Assists with the storage and organization of photographs and video to be used by Explore Fairbanks.
13. Compiles department statistics, in-kind donations and contributes to the overall performance measurement goals of the department.
14. Ensures that Explore Fairbanks’ branding guidelines are incorporated into marketing messages and promotional materials.
15. Assists with the execution of the direct email program when necessary.
16. Provides administrative assistance for the department as necessary.
17. Assists with press tours and fulfilling media inquiries as necessary.
18. Performs other department or organization projects as assigned.

Education/Experience/Skills Requirements:

- Must have a college degree in Communications, Computer Science or a related field.
- 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 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 & sales, 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.