JOB DESCRIPTION

Position Title: **Manager of Marketing & Communications**
Reports to: CVB Director

Summary of Position: The purpose of this position is to promote and market Albany as a tourism and film destination. This is accomplished by proactively coordinating marketing, public relations, film and sales programs through website and material management; events and activities production; and partner and information resources maintenance and management.

Essential Functions:

- Review analytical reports on a monthly basis to maximize functionality of social media and websites
- Recommend online strategies for boosting web traffic and SEO and developing new, engaging content designed to meet goals.
- Participate in marketing and advertising strategy sessions with agencies and vendors to ascertain the success of campaigns and discuss alternative opportunities
- Develop, write and edit blogs, as well as coordinating topics and deadlines with contracted bloggers
- Keep current with emerging technologies through relevant blogs and events
- Work with the Director of Tourism, partners and vendors to develop, write, edit and deploy a weekly e-newsletter campaign for the CVB
- Develop and implement a social media strategy for the CVB
- Respond to media requests and actively pitch story ideas about Albany to travel writers and bloggers
- Monitor online presence to track the success of campaigns
- Coordinate with the Director to ensure that all marketing messages for the CVB are appropriate and correctly integrate with other campaigns
- Set up and work on-site marketing and promotional events
- Establish a videography program for ACVB
- Assist with the coordination, execution and follow up of locally hosted familiarization tours, site visits, travel tradeshows, marketing events, special events.
- Serve as primary contact for media monitoring updates and tracking using standard industry tools.
- Prepares all CVB Press Releases
- Maintain a well-informed working knowledge of Albany restaurants, facilities, hotels, attractions, and annual events
- Staff liaison to Sports Marketing Council
- Assist with planning and executing CVB events and other Albany events including but not limited to SNICKERS® Marathon & Half Marathon
- Actively participates in associations directly related to the industry and area markets
- Actively participates in positive exposure activities such as social and civic gatherings
- Other duties as required

Minimum Qualifications/Skills Required:

- Bachelors Degree in management, marketing or related field desired or at least 5 years experience in the field of Marketing and Communications
- Experience developing and managing web content
- Demonstrated communication and organizational skills
- Excellent writing and editing skills, including strong proof-reading abilities
- Demonstrated competence in generating creative, engaging content and designing promotions and other short-term marketing vehicles for specific social platforms
- Demonstrated knowledge of and understanding of social media platforms (e.g. Facebook, Twitter, Instagram, Pinterest, YouTube, etc.), their respective demographics and how to employ each platform for maximum effectiveness
- Experience with web and social media analytics platforms, as well as social media management systems
- Strong Internet research skills and knowledge of social media legal guidelines

- Project management experience, including the ability to undertake multiple projects simultaneously and deliver consistent positive results
- Have strong interpersonal skills, and the ability to work effectively with a small group
- Experience creating marketing pieces with Adobe Suite
- Must have a valid driver's license, personal vehicle, pass a background check and drug test.

Salary compensation based on experience and qualifications plus very competitive benefits package.