

# **Albany Visitors Association**

## **Marketing Specialist**

Position Description

### **Hours:**

AVA office hours 8:30 to 5:00 Monday through Friday. Some weekends and evenings required. Hours may be flexible.

### **Reports to and evaluated by:**

The Executive Director

### **Overview:**

This position is 20 hours per week and any additional hours only with Director's prior approval

### **Purpose of Position:**

Maintain and create content for AVA website and social media channels. Provide public relations and marketing outreach assistance for the Albany Visitors Association.

The person filling this position should be organized, efficient, flexible and a good multitasker. They need to be outgoing and friendly. This person should be a good team player working in harmony with fellow staff, volunteers, community partners and visitors. The person filling this position must be knowledgeable of the attractions and events in Albany and the surrounding areas. They must also be creative, competent and thorough. It is necessary that this person have excellent writing skills and function well under pressure.

### **Position Requirements:**

- Ability to work as part of a team with other Association Staff
- Excellent communications skills
- Ability to be organized in a busy office environment
- Computer skills – to include Microsoft Office, Google, Adobe.
- Digital - proficient in Facebook, Instagram, Twitter, Google and other media as they arise in the industry and understanding of best practices in all platforms.
- Experience in hospitality industry valuable
- Experience in web design and maintenance important; WordPress platform currently used
- Must keep Director and staff informed of schedule and events.
- Report progress, including Google analytics

### **Specific Duties:**

- Maintain organization's digital outreach including but not limited to website and social media channels
- Create regular blog postings and e-newsletters under direction of Executive Director and Marketing Manager
- Attend meetings as required
- Produce ads, flyers and press releases as needed.
- Other duties as assigned by Director