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 destination. This is accomplished by proactively coordinating marketing, public relations, 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  
- 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  
- 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.  
- 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:
- Bachelor’s degree in Marketing, Journalism, Public Relations, Communications, or a related field  
- 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 and Canva
- 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.