



## JOB POSTING

**Position Title:** Vice President - Marketing, Communications & Tourism

**Department:** Marketing, Communications and Tourism

**Hours/FLSA Status:** Full Time, Exempt position

**Salary/Benefits:** Salary range DOE, with excellent benefits package including paid downtown parking and 401k program with match.

### Job Summary:

Visit Albuquerque, a private not-for-profit corporation, seeks a forward-thinking leader and experienced professional to create, implement and measure the success of strategic marketing plans and brand building efforts to drive the destination's performance by achieving sales and marketing objectives.

### Job Description:

The successful candidate will:

- Direct and manage all activities of the Marketing, Communications and Tourism Division including:
  - Marketing
  - Advertising
  - Public relations
  - Online and social media
  - Website development.
- Strategically plan, develop, and implement marketing and communication plans designed to achieve maximum impact including specific performance objectives and monitoring performance.
- Develop and analyze marketing division budget.
- Organize and provide key leadership to the internal Marketing Division, as well as multiple subcontractors.

### Requirements:

#### Education

Bachelor's degree (B.A.) from four year college or university plus a minimum of 10 years of progressively more responsible experience; or equivalent combination of education and experience.

## Experience

- Highly experienced in the areas of Marketing and Communications management including the latest in marketing trends and technology applications.
- Strong written, verbal and presentation communication skills. Must be able to communicate clearly, effectively and creatively, both verbally and in writing; demonstrated ability to positively interact with Visit Albuquerque partners, Board of Directors members and industry representatives.
- Extensive knowledge of online and social media
- Demonstrated ability to respond effectively to the most sensitive inquiries or complaints; must be able to interact tactfully with the media, public and other Visit Albuquerque clients and represent the organization in a professional manner.
- Strong knowledge of MS Office & Mac software, database, design, publishing and web software required.
- Experience in working with advertising agencies and publishing knowledge is desirable.

Date Posted: September 8, 2017

## To Apply

To apply for this position, e-mail, fax or mail resume & cover letter **including salary history to:**

Human Resources – VP, MCT  
Visit Albuquerque  
PO Box 26866  
Albuquerque, NM 87125-6866  
Fax: 247-9101  
e-mail: [jobs@visitabq.org](mailto:jobs@visitabq.org)  
[www.visitalbuquerque.org](http://www.visitalbuquerque.org)

*No phone calls, please.*

*Visit Albuquerque is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.*