



## **Marketing Assistant**

### **Job Description**

The Alamosa Convention & Visitors Bureau (Visit Alamosa) is seeking a Marketing Assistant to join our team!

*Who We Are:* The Alamosa Convention & Visitors Bureau (Visit Alamosa) is the tourism entity representing Alamosa County. Our mission is to drive demand for visitation to Alamosa, which we do through a combination of Destination Development and Marketing. We are a highly collaborative team that works together with our community partners to inspire visitors to choose Alamosa as a destination and enhance their experience while they are here.

*Who You Are:* You are a creative and energetic team-player. You are a confident communicator with strong interpersonal and people skills. You have excellent writing skills that can be adapted to a variety of applications. You are passionate about Alamosa and want to be a driver of economic success for our community.

### **Job Duties and Responsibilities**

*Assist the Director of Marketing in:*

- the planning, development and execution of content programming for social channels, including Instagram, Facebook, TikTok, Twitter, etc.
- writing creative content across a multitude of platforms, and editing, updating, or rewriting existing content as directed.
- communicating with the audience in a timely manner on assigned social media outlets and answering website email inquiries.

*Assist the Director of Destination Development and Public Relations in:*

- drafting press releases, pitches, and stakeholder communications.
- responding to requests for information from stakeholders, partners, media outlets, vendors, etc.
- tracking and recording media placements and coordinating logistics for media trips.

*Other Duties:*

- Assist with event planning activities, and offer on-site assistance during Visit Alamosa events.
- Provide administrative support as needed.

## Desired Skills

- Excellent writing and verbal communication skills.
- Strong organizational and time management skills.
- Outgoing personality with strong interpersonal and social abilities.
- Understanding of basic business and marketing concepts.
- Familiarity with social media and email marketing.
- Strong writing and copy-editing abilities.

## Salary

\$35,000-\$40,000 DOQ

## Benefits

- Health Insurance
- Retirement Plan
- Paid Time Off

## Job Type

Full-time

## To Apply

Email your **resume and cover letter** to [director@alamosa.org](mailto:director@alamosa.org) or drop them off at 610 State Avenue, Alamosa, CO 81101. For more information or any questions, call (719) 589-9385. This position will remain open until filled.

## Equal Employment Opportunity Policy

The Alamosa Convention & Visitors Bureau (Visit Alamosa) provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.