



## JOB POSTING

- Position Title:** Vice President of Marketing, Communications & Community Engagement
- Department:** Marketing, Communications & Community Engagement  
(Marketing, Communications & Tourism/Development)
- Hours/FLSA Status:** Full-time Exempt position with benefits
- Salary/Benefits:** Salary - DOE. Excellent benefits package including paid downtown parking and 401k program with match.

**Job Summary:**

Directs and manages all activities of the Marketing, Communications & Community Engagement Division/Team including the areas of advertising, public relations, social media, website development, advocacy, private revenue development and all partnership efforts.

Responsible for strategically planning, as well as overseeing implementation and reviewing all external marketing and communication programs.

Enhances organization's connections and relationships in the community, including business, government, travel and tourism industry organizations and community interest groups.

Directs and manages organization's events and private revenue functions, including special events, customer service/destination knowledge programs, as well as industry outreach activities and events.

Collaborates with Board members and other industry leaders to enhance public understanding of travel and tourism's role in the Albuquerque economy.

Serves as a key member of the Executive Leadership Team, providing support to the CEO by assisting in the formulation and administration of organizational policy, operations and culture.

**EDUCATION/EXPERIENCE**

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.

**REQUIRED/ACQUIRED SKILLS, KNOWLEDGE AND COMPETENCIES**

Strong working knowledge of the Tourism industry and general business practice.

Highly experienced in the areas of Marketing and Communications management including the latest in marketing trends and technology applications.

Experienced in revenue development strategies and management.

Demonstrated ability to lead, manage and develop staff.

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 members, Board of Directors members and industry representatives.

Demonstrated good journalistic writing skills are required.

Must exercise decorum and represent the organization with the utmost integrity and adherence to our core values at all times.

Demonstrated ability to respond effectively to the most sensitive inquiries or complaints; must be able to interact tactfully with the media, public and other organization clients and represent the organization in a professional and positive manner.

Position is a top-level senior executive role and as such, requires overnight travel, after-hours work, access by CEO and staff at any time, monitoring email and online activity after hours and on weekends.

Requires use of personal vehicle along with a valid driver's license, appropriate insurance, valid registration, and a good driving record.

Position is critical in crisis communications plan execution if needed.

Strong knowledge of MS Office software and design software required.

Demonstrated ability to handle multiple tasks and projects simultaneously with a high degree of accuracy and timeliness.

Experience in working with advertising agencies and publishing knowledge is desirable.

Bi-lingual ability desirable.

Demonstrated strong sales, negotiating and decision-making skills.

Ability to learn industry-specific organization software, including Simpleview software.

Knowledge of partnership organizations, business community and the Hospitality and Tourism industries helpful.

Demonstrate professional and ethical conduct at all times in accordance with organization's policy.

Must maintain a professional appearance at all times keeping within industry standards.

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

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

Human Resources – AC  
Visit Albuquerque  
P.O. Box 26866, Albuquerque, NM 87125-6866  
Fax: 505-247-9101 | e-mail: [jobs@visitabq.org](mailto:jobs@visitabq.org) | [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
**No phone calls, please.**

***The position is open until filled.** 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.*