



## **Digital Marketing & Graphic Design Specialist**

*Last updated January 2024*

### **About Albuquerque Regional Economic Alliance:**

AREA is a private, nonprofit organization whose mission is to recruit new employers and industry and help local companies grow to generate quality job opportunities for the Albuquerque metro area. It serves as an umbrella organization to promote investment in Bernalillo, Sandoval, Torrance and Valencia counties. With support from investors and allies in the public sector, AREA actively recruits those companies that will export goods or services from New Mexico, thereby bringing new investment dollars to the state. Since 1960, AREA has been a highly respected and driving force in the region.

### **Summary:**

As a Digital Marketing & Graphic Design Specialist, you will spearhead innovative marketing initiatives, campaigns, and programs to elevate our region's brand externally and enhance community engagement internally. You will become the go-to expert for virtual platforms, website management, and social media marketing, ensuring brand integrity and consistency across all facets of AREA. Reporting directly to the President & CEO, you will play a crucial role in shaping our digital presence.

### **Responsibilities Include:**

- Oversee and manage AREA's brand integrity across all channels
- Managing the website's search engine optimization, content, and design to maintain its influential status
- Utilizing analytics to guide content enhancement and updates
- Collaborating with the team on AREA's Strategic Plan and 3-Year Marketing Strategy implementation
- Crafting high-quality presentations for various organizational needs in a timely manner



# AREA

- Developing and implementing a dynamic social media strategy using competitive research, platform determination, benchmarking, messaging and audience identification
- Creating targeted ads for platforms like Facebook, Twitter, LinkedIn, and Google AdWords
- Designing digital and printed materials, including flyers, brochures, and event materials
- Producing publications such as an action plan, plus quarterly and annual reports
- Generating and sharing engaging content across media types to foster community interaction
- Managing and executing the production of AREA's digital newsletters
- Directing and executing video and digital asset production – including but not limited to investor or local business testimonials, regular promotional or update videos, and television appearances
- Collaborating with stakeholders on joint promotional efforts
- Executing additional related duties as needed

#### Desired Skills:

- Bachelor's degree in communication, journalism or a relevant field with equivalent experience
- Proficiency in graphic and digital design
- Expertise in social media best practices and tools
- Capacity to adapt to digital media trends and technologies
- Ability to manage multiple projects and prioritize effectively
- Comfortable in a fast-paced, autonomous work environment

#### Benefits:

- Highly competitive salary with healthcare benefits and 401(k)
- Paid time off
- On-site gym access and paid parking

#### Job Type:

- Full-time (Must be flexible with scheduling during busier times of the year)



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**Experience:**

- Relevant degree or equivalent experience
- 1 - 3 years in marketing and/or graphic design
- Proficiency in Adobe creative cloud suite, Canva, WordPress, Google and social media platforms, Microsoft PowerPoint, Email campaign tools, and virtual event platforms

**How to Apply:**

Submit your cover letter and resume to [hr@abq.org](mailto:hr@abq.org). No calls, please. The first round of interviews will begin January 17, 2024.

This is a rare opportunity for the right candidate. Join AREA and become a part of a team dedicated to shaping a prosperous, vibrant future for the Albuquerque metro area. We look forward to your application!

**Albuquerque Regional Economic Alliance**