



## **Interactive Marketing Specialist**

Mexico Beach Welcome Center Interactive Marketing Specialist is responsible for managing the Mexico Beach Community Development Council interactive marketing platforms, including but not limited to, social media platforms, websites, and content management systems. The Interactive Marketing Specialist reports to the President of the Mexico Beach Community Development Council (MBCDC).

### **General Scope of Duties**

- Responsible for providing information about the destination in a knowledgeable, courteous, and professional manner.
- Responsible for assisting members of the public at the Mexico Beach Welcome Center, or other locations, as assigned.
- Knowledgeable of the MBCDC branding, websites and social media platforms.
- Skilled in SEO, SEM, digital and social media marketing.
- Strong attention to details.
- Excellent communication and interpersonal skills.
- Effective analytical skills and understanding of data with the ability to convert it to regularly updated visual key performance indicators.
- Responsible for collaborating with industry partners on opportunities for promotions and other items of interest.
- Responsible for managing all the digital marketing platforms to ensure the MBCDC's website content, programming and functionality is current and up to date.
- Responsible for managing the MBCDC's social media efforts.
- Create and publish content to post daily across all social media platforms.
- Plan, create and implement social media campaigns to drive visitor engagement resulting in increase to website visitation.
- Monitor social media platforms for mentions/comments (both positive and negative) for MBCDC and engage appropriately.
- Responsible for pulling web metrics, inquiries and other statistical reports on an as needed basis.
- Responsible for identifying current and targeted audience segments to ensure marketing content and design is consistent with the needs of each segment.
- Responsible for coordinating with industry partners on opportunities for promotions and other items of interest.
- Assist with creative and content development for the website, newsletter, literature and marketing promotions as necessary.
- Responsible for performing routine administrative tasks, as assigned.

### **Other Duties**

The Interactive Marketing Specialist shall perform other duties as required and instructed by the President. Duties are subject to change as directed by management.



## **Interactive Marketing Specialist**

### **Qualifications and Skills**

- Must possess the ability to portray and project a personal professional image.
- Must possess the ability to exercise initiative, good judgement and tact when representing the MBCDC.
- Must possess a valid driver's license. Local travel is required, in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means and must be computer literate.
- Must possess professional telephone etiquette.
- Must have knowledge and experience in Microsoft Suite.
- Demonstrate knowledge and experience on social media platforms: Meta, X, Pinterest, YouTube, TikTok, including advertising business management tools.
- Must have earned a Bachelor Degree from an accredited four-year college in tourism, marketing, communications, interactive technologies or related field, or equivalent work experience.
- An understanding of the Mexico Beach tourism industry is preferred.
- Prior experience with a destination marketing organization is also preferred.
- Must be able to work independently, but also demonstrate the ability to work with others and in teams.
- Must be flexible to work weekends and holidays if required.

We appreciate your interest in joining our team. To ensure your application is considered, please follow the application instructions. LinkedIn CSV resumes will not be accepted. Application must include all the below specifications and be submitted to Kimberly Shoaf, [kimberly@mexicobeach.com](mailto:kimberly@mexicobeach.com)

- Cover Letter
- Resume
- Portfolio of graphic design work and social media content creation
- Professional references will be requested