
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. This position is full-time, in-person. The Interactive Marketing Specialist reports to the President of the Mexico Beach Community Development Council (MBCDC). Position works out of the Mexico Beach Welcome Center.

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, website and social media platforms.
- Skilled in SEO, SEM, digital and social media creation and 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) 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.

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Qualifications and Skills

- The ability to portray and project a personal professional image.
- Be dependable and work tasks in a timely manner.
- The ability to exercise initiative, good judgement and tact when representing the MBCDC and Welcome Center.
- Must hold 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.
- Maintain professional telephone etiquette.
- Have knowledge and experience in Microsoft 365.
- Demonstrate knowledge and experience on social media platforms including but not limited to: Meta, X, Pinterest, YouTube, TikTok, including advertising business management tools.
- Must possess a bachelor's degree from an accredited four-year university/college in tourism, marketing, communications, interactive technologies or related field, or possess equivalent work experience.
- An understanding of the Mexico Beach, FL tourism industry is preferred.
- Prior experience with a destination marketing organization is favored.
- Must be able to work independently as well also demonstrate the ability to work with others.
- Must be flexible to work weekends and holidays as required.
- Position is in-person; hybrid is not permitted.

We appreciate your interest in joining our team. To ensure your application is considered, please follow the application instructions. Application must include all the below specifications and be submitted to Kimberly Shoaf, kimberly@mexicobeach.com.

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