



**Anderson
Madison County
Visitors Bureau**

**ANDERSON MADISON COUNTY VISITORS BUREAU IN
ANDERSON, INDIANA IS CURRENTLY ACCEPTING RESUMES FOR
THE FOLLOWING POSITION:**

Digital Content Coordinator

Full time position with benefits

Anderson Madison County Visitors Bureau (AMCVB) is hiring a Digital Content Coordinator to develop and manage content for the organization's communication channels including but not limited to social media, website, Hootboard, newsletters and more. They will support the primary functions of marketing through organization and project management of all AMCVB visual, video and posted content.

Duties:

- Organize, coordinate organic and paid social media efforts to engage audiences on digital platforms, and have experience with website development, facilitate creation of images and text to update digital signage
- Develop content for AMCVB newsletter and We Are Madison County newsletters, staying up to date with social media and other video formats, continuously looking to reach expanded audiences with AMCVB messaging
- Manage, compile assisting Office Manager for the events calendar. This includes soliciting events through partners, disseminating information through our website, social channels, etc
- Monitor and maintain questions, feedback through digital channels including the website for broken links and outdated information
- Assist with marketing, administrative, promotions, event planning and programming as needed
- Attend and represent the AMCVB at festivals and events, ability to work some evenings and weekends as need arises

- Support advertising and creative team with implementation of advertising communication strategies via social media
- Have ability to multi-task, use strong organizational skills, creativity, and have a keen eye for detail
- Have outstanding verbal and written communication skills
- Maintains a professional work environment with management, staff, and Board members
- Perform additional duties as may be assigned by the Marketing Tourism Director and Executive Director

Qualifications:

- Bachelor's degree in a related field such as Marketing, Communications, Public Relations, or equivalent experience
- Oral and written communication skills, problem solving, collaboration, social media marketing and web platforms
- Ability to create content, review analytics
- At least two (2) years of experience in marketing preferred
- One (1) year managing social media for a brand preferred
- Knowledge of Microsoft Office Software, Word Press, Constant Contact
- Employee occasionally is required to do lifting and bending not to exceed 25 pounds

Compensation:

This is a full-time, exempt position with benefits including health insurance reimbursement, AD&D, life insurance package, cell phone stipend and fully funded simplified employee pension program. 40-hour work week; a flexible work environment with smart business casual attire; in addition to a competitive salary. Please email a cover letter and resume by 12:00 PM EST on November 29, 2024, to:

Digital Content Coordinator Applicants

Anderson Madison County Visitors Bureau

Mark Thacker, Executive Director

info@VisitAMCVB.com

