



Employer: Fayetteville Advertising and Promotion Commission **Unit:** Experience Fayetteville
Position Title: Website Coordinator, Experience Fayetteville
Classification: Part-Time, Hourly
Reports to: Director of Marketing and Communications, Experience Fayetteville
Posting Date: December 26, 2018

Qualified applicants should submit a resume and writing sample to Hazel Hernandez, Director of Marketing and Communications at hhernandez@experiencefayetteville.com

Job Summary

This position is responsible for maintaining and updating content on Experience Fayetteville's primary website as well as affiliate websites for Fayetteville Town Center and Fayetteville Ale Trail. Experience Fayetteville is the city's destination marketing organization and is overseen by the Fayetteville Advertising and Promotion Commission.

Essential Duties and Responsibilities

- Maintain and update website content for Experience Fayetteville.com and affiliate websites using a CMS solution
- Assist the marketing manager in implementing creative strategies to engage target audiences across our digital platforms
- Assist the marketing manager in writing or editing copy, creating new or repurposed content in a variety of formats which may include web copy, social media posts, blogs, online contests, videos, and email communications in accordance with a content calendar
- Evaluate site performance by compiling and analyzing website analytics
- Ensure organization's information is up to date on partner websites
- Along with the marketing team, serve as an administrator of the organization's social media channels

Minimum Qualifications:

- One-year experience maintaining websites, generating web content;
- Experience working in CMS platforms;
- Excellent written communication skills;
- Experience writing in accordance with APA style guidelines;
- Familiarity with Fayetteville, Arkansas
- Ability to work with Microsoft Office

Preferred Qualifications:

- Degree in Communications, Marketing, or related field
- Knowledge of convention/tourism/hospitality industry
- Experience with e-newsletter platform

Physical Demands and Job Context:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must frequently sit, see, talk, hear, and type. Specific vision abilities required by this job include close and color vision. Indoor, office environment.