



## **Digital Marketing Specialist - Job Description**

Temporary, Full-Time

May 1, 2026-August 15, 2026

**Location:** Alexandria, MN

**Classification:** Full-time, temporary (32-40 hours/week), non-exempt

**Schedule:** In-office 10-15 hours/week; some travel required

**Reports to:** Executive Director of Marketing

### **Overview**

We are filling a position while our Digital Marketing Specialist is on maternity leave this summer. This person will be responsible for creating and implementing social media marketing, ad creation (using Canva) and website updates that are in alignment with the strategic objectives of the organization. The Digital Marketing Specialist works closely with the Executive Director of Marketing to identify and ensure campaigns are strategic and align with the goals of Explore Alexandria Tourism.

\*Depending on candidate skills, the website work can be outsourced with our web provider. Otherwise, it can be included in this temporary position.

### **Key Responsibilities**

- Plans and develops regular social media content and campaigns on platforms such as Facebook and Instagram (organic and paid).
- Maintains social media calendar and tracks marketing content deadlines, requesting/creating content for digital and print publications.
- Designs ads (digital and print) using Canva.
- Manages Chamber of Commerce staff in preparation of swag bags, information packets, and other materials for convention and event planners.
- Crafts compelling written and visual content with a strong emphasis on photography and video.
- Analyzes social media campaigns and provides recommendations on social media and marketing expenditures.
- Organizes and catalogs digital media assets.
- Maintains current knowledge of social media marketing trends.
- Updates website and maximizes content for SEO.\*

### **Desired Skills/Qualifications**

- Experience with marketing on social media platforms (Facebook, Instagram, etc.)
- Website design/SEO knowledge (Wordpress, Beaver Builder, Google Analytics 4, etc.)\*
- Strong computer and design skills (experience with Adobe Suite, Canva, Microsoft Office, Google applications, Dropbox, etc.)
- Strong organizational and interpersonal skills
- Attention to detail
- Professional writing skills
- Reliable transportation and auto insurance

**Interested candidates please send resume and letter of interest to [Jean@exploreAlex](mailto:Jean@exploreAlex) by March 13.**