

Position: Social Media and Website Associate

Department: Marketing & Communications

Reports To: Marketing Manager

Invest Buffalo Niagara Social Media and Website Associate

Do you love the Buffalo Niagara region? Are you a passionate, creative, freethinker who loves all things social media & digital? Do you have a data-led marketing mind? If so, Invest Buffalo Niagara (InBN) has a full-time position available for a Social Media and Website Associate to assist in the development and implementation of our website and social media strategies.

The mission of Invest Buffalo Niagara is to attract new businesses to our region. The role of the Social Media and Website Associate will be to increase traffic to our website and social media platforms and convert visitors to leads. You should have command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience. We are looking for a total team player with a positive, self-motivated, results-oriented attitude looking to make an impact in our organization - and our community.

A passion for the Buffalo Niagara region is a must!

What you'll be doing

- Maintain and update Invest Buffalo Niagara's & Be in Buffalo's website
- Social media strategy and execution of Invest Buffalo Niagara's & Be in Buffalo's platforms
- Manage key conversion points including landing pages, calls-to-action (CTAs), and lead-generating forms.
- Build various emails, workflows, and newsletters. Segment lists based on engagement and website interactions. Manage email list associated with e-newsletter outreach.
- Execute SEM/SMM, working with the marketing team from concept to build to analysis.
- Develop and maintain a social marketing content calendar
- Daily management and moderation of multiple social media platforms, including but not limited to: Facebook, Instagram, LinkedIn, Twitter
- Stay up-to-date with the latest website, search engine, and digital trends/best practices and technology advancements.
- Conduct SEO analysis; identify and execute opportunities to improve our company's and our content's search rank for key terms
- Monitor social media and digital marketing trends and proactively provide recommendations on new tools, services, and tactics.
- Measure and review website analytics, social media analytics and campaign performance.
- Report audience behaviors and marketing channel performances. Provide thoughtful guidance of UX and digital development strategies that benefit the organization's goals.
- Participate with the creative team in developing unique, high quality, optimized content that converts to leads

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- Conduct competitive research.
- Other related tasks that may be assigned.

What we're looking for

- Four -year university degree or college diploma in a marketing, communications, or PR related field.
- Minimum 2 year of professional experience in digital marketing, including websites, email marketing, paid advertising, social media, SEO and SEM related technologies
- Strong experience in website (design and content) implementation through content management system; HTML, CSS, Javascript a plus
- Proficient in HubSpot's outbound/inbound marketing, A/B testing, and key word tools.
- Fluency in social media channels such as Twitter, Facebook, LinkedIn and their best practices
- Ability to work across functions and departments
- Strong project management and organizational skills
- Ability to express creative ideas
- Familiarity with Microsoft Word, Excel, and PowerPoint; some familiarity with Adobe Software is considered an asset
- Exceptional organizational skills with the ability to manage deadlines
- Strong attention to detail

What We Offer You

- A fun, vibrant, open concept culture that welcomes everyone's talent and creativity with open arms
- A team of professionals who inspire and help each other
- Be part of the fresh and exciting developments as the Buffalo Niagara region continues to grow

How to Apply

- Applicants must submit a cover letter, resume, including links to relevant social media platforms or websites you've managed; please information to Alexandra Williams at awilliams@buffaloniagara.org, subject line: SM and Web Associate

While we appreciate the interest of all applicants, only those selected for an interview will be contacted. No phone calls please.