



**ALBANY CONVENTION  
CENTER AUTHORITY**

**MARKETING AND ENGAGEMENT SPECIALIST**

**SALARY RANGE: \$70,000 - \$80,000**

**REPORTS TO: Executive Director/CEO**

**LOCATION: Albany, NY in-person and on-site**

**GENERAL OVERVIEW:**

The Albany Convention Center Authority is seeking an individual to oversee its marketing, communications and community relations efforts under the general supervision of the Executive Director in coordination with the General Manager of the Albany Capital Center. The selected candidate will perform professional duties that will result in promoting Albany as a meeting and event destination and support the Albany Capital Center and related entity initiatives.

**CANDIDATE EXPERIENCE:**

Proficiency in digital marketing and content management tools, such as:

- Social media management platforms (e.g., Hootsuite, Sprout Social, Later, Loomly, or Meta Business Suite)
- Website content management systems (e.g., Carbonhouse, WordPress or similar CMS platforms)
- Email marketing platforms (e.g., Mailchimp, Constant Contact, HubSpot, or similar)
- Analytics and performance tracking tools (e.g., Google Analytics, Google Tag Manager, native social media insights dashboards)
- Paid digital advertising platforms (e.g., Meta Ads Manager, LinkedIn Campaign Manager, Google Ads)

Experience with graphic design and content creation tools, such as:

- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Canva, Adobe Express, or similar design platforms
- Basic video editing tools (e.g., Adobe Premiere Rush, CapCut, or similar)

**EXAMPLES OF WORK (ILLUSTRATIVE ONLY):**

- Create, schedule, and manage content postings for business-to-business (B2B) campaigns on different social media platforms; provide content writing for various platforms or needs.
- Write creative blog and social media posts that are engaging and informative for Albany Convention Center Authority and Albany Capital Center websites with the focus on attracting and informing potential event organizers and their attendees.
- Ensure all business website content, listings and information is up-to-date and accurate.
- Assist in managing B2B marketing campaigns and coordinates the associated media traffic and requests with the contracted advertising agency or internal placements.



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- Oversee and help facilitate development of marketing materials and digital assets for sports and business travel related tourism including utilization of Discover Albany and partner sites.
- Create and distribute e-newsletters to inform stakeholders and subscribers of current and future opportunities for both the ACCA and ACC. Use email marketing and other web-based promotions to build awareness of ACCA venues.
- Assist the sales and services representatives in sales efforts and creation and management of collateral needed for tradeshow, clients, etc.
- Work with Executive Director, General Manager, and marketing vendors to achieve goals identified in the business-to-business and sports marketing plan and strategies. Maintain a creative and innovative approach, using data performance and results to optimize marketing tactics.
- Work with partners on bid development, sponsor and event promotion and other related services.
- Measure and report performance of marketing campaigns and ROI for initiatives. Prepare reports, agendas, proposals, marketing materials, and other authority collateral as needed.
- Participate in industry associations and attend tourism meetings and seminars. Travel as needed for trade shows and conferences.
- Represent the ACCA and ACC at events to present and promote the authority's vision for growth and prosperity in sports and business travel in Albany.
- Perform related duties as assigned.

### MINIMUM QUALIFICATIONS

#### Education and Experience:

- Graduation from an accredited college or university with a bachelor's degree in marketing, public relations, communications, or related studies.
- Minimum 3 years related marketing experience.
- Preference for paid full-time experience in tourism, hospitality or related field.

#### Necessary Knowledge, Skills, and Abilities:

##### **Core Competencies**

- Digital marketing and content strategy
- Social media management and paid advertising
- Website content management and SEO fundamentals
- Email marketing and audience engagement
- Graphic design and visual communication
- Event promotion and tourism marketing
- Data analysis and performance optimization
- Strong written and verbal communication skills
- Project management and organizational skills



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### Preferred Qualifications

- Experience in destination marketing, tourism, hospitality, or convention center/venue marketing.
- Familiarity with CRM systems (e.g., Momentus, Salesforce or similar).
- Experience supporting trade shows, bid development, or sales teams.
- Knowledge of SEO best practices and digital content optimization.
- Experience working with public agencies, authorities, or nonprofit organizations.

### General Abilities

- Effectively organize and prioritize activities and projects;
- Work on multiple projects simultaneously and meet deadlines;
- Develop and manage content schedules and timelines;
- Work efficiently with minimal supervision;
- Identify and solve problems;
- Make sound decisions; maintain concentrated attention to detail;
- Follow written and oral instructions; communicate effectively (orally and in writing);
- Establish and maintain effective working relationships with supervisors, other employees/departments, industry partners, other agencies, and the public.

### WORKING CONDITIONS:

Work location is Albany, NY and is in person, and on-site.

Push, pull, lift, and otherwise move objects weighing up to 25 lbs. Position may require some extended weekday hours and weekends, depending on the events and other authority needs.

The essential responsibilities of this position are described in the above headings. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying the position.

### SUBMISSION REQUIREMENTS:

Interested candidates are encouraged to submit a letter of interest and resume by **June 12, 2026**, to the ACCA via email to:

Monica Kurzejeski  
Executive Director/CEO  
[mkurzejeski@accany.com](mailto:mkurzejeski@accany.com)  
Subject line: ACCA Marketing & Engagement Specialist

A competitive compensation package commensurate with the qualifications and experience of the selected candidate and the responsibilities of the position will be established.

The Albany Convention Center Authority is an Equal Opportunity Employer and minority, women, persons with disabilities and veterans are encouraged to apply.