



JOB DESCRIPTION

BOSTON CONVENTION MARKETING CENTER

The Boston Convention Marketing Center (BCMC) is a joint effort of the Greater Boston Convention & Visitors Bureau (GBCVB) and the Massachusetts Convention Center Authority (MCCA) to market and sell the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, and The Lawn on D.

TITLE OF POSITION: Digital Marketing Manager

REPORTS TO: Vice President, Marketing & Creative Services

POSITION SUMMARY:

The Digital Marketing Manager is responsible for creating high-impact, engaging digital marketing solutions to support the sales and marketing of the Boston Convention & Exhibition Center (BCEC), the Hynes Convention Center (Hynes) and The Lawn On D. This position will manage the Signature Boston website (SignatureBoston.com) and incorporated microsites including LawnOnD.com, 3-2-1Connect.com and the media site to support facility media sales. He or she will be responsible for maintaining website content, developing new website initiatives to keep current with the latest technologies, and reporting on website performance. This individual will curate the Signature Boston photo and video libraries, and will be responsible for creating and implementing a strategy around video and digital graphic communications to support sales. He or she should have the technical knowledge to teach other team members how to utilize various technology tools to enhance interactions with clients. Qualified candidates will have proven success in developing and implementing a comprehensive digital strategy for promoting a business, venue or destination. He or she must have strong time management skills and be able to manage and prioritize multiple projects at the same time. This position requires an individual with creative talent, experience in programming, back-end website development, digital design and video production, a working knowledge of current industry software, and a professional demeanor.



PRIMARY DUTIES:

- Manage SignatureBoston.com, which is the comprehensive source of information about the BCEC, the Hynes, and The Lawn On D
- Provide ongoing website content updates
- Manage the development of new web modules and design new pages using SEO best practices
- Track website performance and make adjustments based on site analytics
- Oversee content development for the Meeting Planner Toolkit and Meeting Planner Alerts
- Develop dynamic presentation materials, video promotions and digital graphics to support sales
- Guide projects from initial concept to finished work
- Collaborate with BCMC, MCCA and GBCVB team members on digital content development
- Seek appropriate feedback and approvals throughout development process
- Keep abreast of emerging technologies in new media, particularly inbound marketing, design programs, office programs, and mobile platforms
- Train BCMC team members on how to best utilize our digital marketing assets
- Manage the work of external partners who provide development and design support to our digital marketing initiatives

PREREQUISITES:

The ideal candidate will possess a bachelor's degree from a four-year College or University in marketing, communications, design or related field. He or she must be proficient with the Adobe Creative Suite (Photoshop, Illustrator, Acrobat, Lightroom and Dreamweaver), iMovie, Google Analytics, HTML, and Microsoft Office products (Word, Excel, PowerPoint). Preferred candidates will have experience using HubSpot's marketing and sales platforms. He or she should have proven experience in managing a dynamic company website of significant size and working within a content management system. He or she should also have experience in developing videos and other digital presentation materials to support sales. Qualified candidates should have a minimum of 5-7 years of related industry experience.