

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Digital Communications Manager

Reports to: Marketing Director

Summary: The Digital Communications Manager is responsible for oversight of all digital content output for Visit Bucks County including VisitBucksCounty.com, Visit Bucks County digital advertising campaign, electronic communications and Facebook content. The manager is responsible for regularly tracking and managing SEO, digital campaign results, electronic communication, Facebook advertising campaigns and Google Analytics.

The responsibilities for this position include, but are not limited to:

Digital Content

- Manages content management system for VisitBucksCounty.com posting all content, articles, photo and video to the site.
- Ensures all content remains fresh and easily accessible on VisitBucksCounty.com.
- Regularly updates widgets, photos, dropdowns, etc. to make sure that the most up-to-date content is reflected on VisitBucksCounty.com
- Collaborates with Communications Coordinator to write content for VisitBucksCounty.com.
- Oversees the Communications Coordinator's updates to listings, events, blog content and the Stackla Instagram widget.
- Stays up-to-date with trends and monitors internal statistics to proactively change the digital content strategy when necessary.
- Manages SEO, monitoring Google Analytics on a consistent basis and makes recommendations to staff on traffic and trends; monitors the web for accuracy and makes updates based on reporting.

Facebook

- Posts, engages and curates digital content for Visit Bucks County's Facebook channel.
- Collaborates with Senior Marketing & Communications Manager to oversee social content calendar for this platform and collaborates with staff on topics, timing and reporting.
- Monitors Facebook, trends and provides tactical and strategic recommendations.
- Collaborates with the PR Manager and Graphic designer to develop graphics and video for social media.
- Manages social media tracking reports collaborating with Content Manager and PR Manager.
- Collaborates with PR Manager to schedule Facebook Live content.

E-Newsletters

- Manages the schedule, production and distribution of e-newsletters for all markets.
- Tracks and reports on e-newsletter distribution statistics and other related items.
- Codes all e-mail communication and collaborates with designer to obtain necessary photos.
- Collaborates with Communications Coordinator on writing of all content for e-newsletters.

The successful candidate for this position possesses the following skills and abilities:

- Minimum 3-5 years of experience in a professional marketing or communications environment.
- Knowledge of digital trends within the tourism industry.
- Experience with social media, specifically Facebook, YouTube and Instagram.
- Working knowledge of HTML email, HTML5, CSS3, e-newsletter software, website design and search engine optimization.
- Communications, professional writing, and/or advertising experience a plus.
- Ability to analyze data and make recommendations based on industry trends.
- A passion for uncovering and implementing opportunities in the digital space.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Ability to prioritize and handle simultaneous projects with multiple vendors.
- Deadline oriented.
- A sense of humor.

Pease send cover letter, resume and salary requirements to HeatherW@VisitBucksCounty.com. No phone calls, please.

*Visit Bucks County is the official tourism promotion agency for Bucks County.
VisitBucksCounty.com*