

JOB DESCRIPTION

DIGITAL MARKETING SPECIALIST

Objective

The Digital Marketing Specialist will manage website content and provide web, digital ad, mobile app and email support as requested marketing programs, initiatives and communications.

Department: Marketing

Supervisor: Director of Marketing

Job Classification: Hourly, non-exempt full-time

Work Site Location: Corporate office

Revision Date: January 2018

Overview of Responsibilities*

- Manage, monitor and update website content according to scheduled updates (via a web-based content management system) and serve as liaison to CMS vendor (includes working within the budget as directed by the Director of Marketing - DOM)
- Ensure web site is easy to navigate and follows a user centric methodology (UX)
- Create and send emails using MailChimp or other web-based software
- Support seasonal and content updates for mobile app including imagery and functionality as needed.
- Capture and analyze web, email, digital ad and online magazine metrics using Google Analytics and other proprietary analytics tools
- Create and manage user accounts/permissions for specific content as needed
- Use digital asset management system and Photoshop to find images and prep for web- and email-ready usage
- Regularly review the site section-by-section to look for content that could be updated or improved, recommend changes to DOM, implement as approved
- Use knowledge of programming to enhance/replicate features and functions available via CMS vendor
- Troubleshoot issues as they arise and utilize the tools available to resolve them
- Provide web, digital ad, mobile app and email support for marketing programs, initiatives and communications (i.e. leisure campaigns, sports events, website, conversion research, digital visitor guide, original content strategy, social media and visitor, partner, convention and organization e-newsletters) to achieve departmental goals
- Work with marketing communications team to identify content for traffic-building SEO/SEM initiatives

***The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.**

Qualifications

- Associate's degree in Communication Arts, Web Design, or related field; Bachelor's preferred
- 2 to 3 years of related experience
- Proven experience in website management and regular maintenance via a content management system
- Working knowledge of HTML and CSS; knowledge of open-source code preferred
- Proven experience with best practices for online marketing, user experience, SEO/SEM, online analytics
- Familiarity with Adobe Design Creative Suite, especially Photoshop and Dreamweaver is preferred

- Knowledge and experience with programming and database languages preferred: PHP, ASP, ASP.NET, MySQL, Java, JavaScript, CSS, Flash
- Proven balance of creative and analytical skills
- Strong initiative and resourcefulness
- Ability to plan, prioritize, and perform work within multiple, competing deadlines and with minimal supervision
- Detail-oriented with extremely good follow-up
- Familiarity with CRM systems preferred
- Proven experience in Google Adwords

Physical Demands

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 50 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned open office environment. Noise level is usually low to moderate. Casual dress code.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer