



Tourism Development Authority
Salisbury, North Carolina

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ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

JOB TITLE: Destination Marketing Manager
REPORTS TO: Chief Marketing & Communications Officer
JOB CATEGORY: Destination Marketing/Digital/Partner Services

SALARY RANGE: \$45,000-\$62,000 (Based on experience)

SUMMARY:

The Rowan County Tourism Development Authority Destination Marketing Manager holds a strategic role with responsibilities and management in marketing, digital strategies, programs and infrastructure. This position will work with all departments within the RCTDA (partnership marketing, destination marketing, meeting/group sales, other internal staff and external partners/vendors) to ensure top-quality marketing content as well as maintaining the TDA's digital platforms, CMS, CRM and social media.

DUTIES AND RESPONSIBILITIES - DIGITAL:

- Work to grow the economic impact of tourism in Rowan County through digital platforms and digital marketing.
- Provide strategic direction for the TDA's digital platforms.
- Manage the creation and implementation of all aspects of digital marketing campaigns and systems with an emphasis on the development of digital platforms and digital tools from inception to completion.
- Oversee the development of a digital content calendar indicating how digital content will change throughout the year and all digital platforms in order to achieve the TDA's strategic objectives
- Maintain the website to ensure easy navigation and follow a user-centric methodology.
- Continually analyze site digital analytics to ensure the most optimal digital platforms, site map and navigations are in place.
- Create and manage user accounts/permissions for specific content as needed.
- Ensure the website is up-to-date and reflects current events, partner listings, specials and/or other content as available.
- Manage current postings for news, announcements, e-newsletters and press releases as generated.
- Work with team members and partners to develop regular content.
- Work with staff and community organizations to ensure steady content in online calendar of events.
- Work with marketing and other staff to identify content for traffic-building SEO/SEM initiatives.
- Create reports on web and digital traffic and communicate information to the Authority's stakeholders.
- Keep site imagery fresh with current/best photos as available.
- Regularly review website section by section to look for content that could be updated or improved.
- Manage all social media channels, such as: Twitter, Facebook, YouTube, Instagram, blog and digital communications, such as e-newsletter.
- Provide content support for RCTDA publications and digital materials.
- Provide concepts, strategies and recommendations on social media management and digital marketing.
- Ensure website content aligns with all branding initiatives.
- Use technical knowledge to troubleshoot issues as they arise and utilize the tools at hand.
- Add events regularly to tourism related and media websites.

- Manage vendor relationships for all digital platforms
- Regularly review data for duplicates, incomplete info and other data issues.
- Import and export data and digital content as needed for staff, partners, etc.
- Serve as a resource for destination partners seeking to maximize their digital presence and partner with the RCTDA.
- Manage the destination website and strive to make the website serve as a tool for supporting visitors and the destination as a user centric visitor resource.
- Promote staff development and management of digital systems through training programs.
- Stays current on best practices impacting digital systems relevant to the TDA and tourism industry.
- Manages research projects to build visitor profiles and track key market for strategic analysis and brand management.

DUTIES AND RESPONSIBILITIES – MARKETING & PARTNER SERVICES:

- Provide digital project management support for all marketing initiatives.
- Assist the Chief Marketing & Communications Officer on marketing projects and programs.
- Maintains a cohesive working relationship with all personnel to ensure a unified and effective promotional effort.
- Work in partnership with marketing team to maintain marketing archives including collateral, tracking documents, quarterly recaps etc.
- Participates in marketing, committee, board and business meetings as required.
- Works to cultivate new audiences for Rowan County through marketing programs.
- Engages and supports tourism partner marketing efforts.
- Develops a measurement strategy/analytics for reporting on RCTDA marketing programs.
- Works closely with RCTDA staff on implementing the RCTDA’s goals, objectives and program of work.
- Provides concepts, strategies and recommendations on destination marketing and communications.
- Partner Services could include working with group sales, events, destination packages, and other destination marketing that arises
- Other responsibilities as assigned by the Chief Marketing & Communications Officer.

REQUIREMENTS:

- Demonstrated record of achievement in a prior marketing position, destination marketing preferred.
- Strong skills in creativity, imagination, and ingenuity to communicate effectively.
- Computer skills a must. Basic knowledge of HTML and graphic design skills helpful
- Previous CMS (content management system), CRM (customer relationship management) and/or database driven website experience.
- Understanding of web analytic tools. (i.e. Google Analytics)
- Has strong interpersonal skills and communication skills.
- Has the ability to decipher technical jargon and easily communicate that throughout the organization.
- Bachelor's degree in marketing, communications or equivalent.
- 3-5 years of work experience required in marketing with knowledge in digital marketing.
- Organized and detail oriented. Flexible, positive and a self-starter with ongoing enthusiastic interest to learn new skills.
- Analytical mindset with ability to coordinate and comprehend quickly and accurately decipher the flow of information and details.
- Ability to work in a fast paced environment with set timelines and ability to adapt to changing environment.
- Knowledge of local, regional and North Carolina destination and tourism industry a plus