

**Job Title:** Digital Marketing & Analytics Manager  
**Department:** Marketing  
**FLSA Status:** Exempt

**SUMMARY:**

Responsible for marketing the Valley Forge & Montgomery County, PA destination to external stakeholders, as well as utilizing digital marketing techniques to work with partners, members and stakeholders.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Must possess knowledge and understanding of e-marketing techniques and principles.
- Work with other departments to promote the destination via integrated marketing campaigns; maintain and post content for the website(s).
- Within content management system (CMS), build and maintain webpages on valleyforge.org and a portfolio of branded microsites.
- Create landing pages for incoming shows and campaigns.
- Coordinate with agency partners on website and mobile technologies and improvements, as well as utilizing pay-per-click and any other electronic marketing opportunities.
- Create in-house e-blasts as needed to appropriate market segments.
- Measure, report, and optimize digital marketing results using Google Analytics and other available analytics platforms.
- Maintain bureau's consumer mailing list for fulfillment on a weekly basis, as well as adding to the bureau's email list.
- Use e-marketing assets, work in conjunction with the Communications Department on social media initiatives.
- Update, enhance, and promote the Valley Forge Sports Playbook and Montco Makers mobile apps.
- Research and implement new and emerging technologies into the digital marketing strategy.

**COMPETENCIES & SKILLS:**

- Knowledge and understanding of digital marketing techniques and principles (intermediate to advanced level)
- Knowledge of e-newsletter software
- Knowledge of website design, search engine optimization and user experience best practices
- Knowledge and familiarity with pay-per-click advertising
- Knowledge of graphic programs such as Photoshop and Adobe Acrobat
- Familiarity with website content management systems (CMS)
- Familiarity with database formats and ability to manipulate raw data in spreadsheets: ability to use Microsoft Office
- Experience working with other disciplines in an integrated marketing campaigns
- Experience with analyzing digital marketing results; basic familiarity with Google Analytics
- Experience with social media (basic level; as a backup to Communications Department)
- Experience with mobile app software
- Experience with Customer Relationship Management software (CRM)
- Experience with File transfer programs

**CANDIDATE REQUIREMENTS:**

Bachelor's degree from a four-year college or university; and 3-4 years related experience and/or training; or equivalent combination of education and experience.