

## **SoIN Tourism Position Description**

**Position:** Digital Marketing Manager

**Employment Status:** Exempt/full-time/salary

**Reports to:** Chief Marketing Officer

*Supports the organization's role of destination marketing by developing and implementing effective digital marketing strategies to drive brand awareness, generate leads and increase customer engagement. Oversee the organization's Customer Relationship Management (CRM) system to maximize the organization's efficiency and effectiveness; develop, manage, and optimize website content with staff members' input to ensure website page structure enhances users' experience.*

### **Responsibilities**

- Develop and execute digital marketing strategies to drive traffic to the destination website and increase user engagement.
- Work with the organization's marketing communications team and vendors to manage the destination website, ensuring it is user-friendly and optimized for search engines.
- Create and implement email marketing campaigns to nurture leads, drive conversions, and maintain strong customer relationships.
- With the help of the organization's Research and Data Manager, monitor and analyze key performance indicators to assess the effectiveness of digital campaigns. Track and report digital marketing metrics.
- Stay up to date with the latest digital marketing trends, tools, and best practices; apply them, when appropriate, to the organization's digital marketing strategies.
- Collaborate with team members to create compelling and engaging digital content for various channels.
- Assist with all paid online marketing and manage paid advertising on social media channels.
- Manage email marketing lists, distribution of emails and the measurement of efforts.
- Manage online advertising campaigns, including pay-per-click (PPC) advertising, display advertising, and retargeting campaigns to maximize reach, conversions, and return on investment (ROI).
- Train and coach partners on management of CRM data to encourage consistent updates of information for the organization's website. Act as the organization's primary internal expert on the CRM system.
- Work in conjunction with tourism partners and the marketing communications team to ensure information on the organization's website is accurate; provide up-to-date information to third party websites.
- Be a visible presence in the community to aid in the development of new partnerships between businesses, community organizations and SoIN Tourism.

- Document processes and procedures of the position.
- Maintain clear communications with other staff members to create an effective team.
- Maintain performance metrics relative to goals and analyze data for making decisions.
- Attend industry meetings and provide destination updates to meeting attendees.
- Participate in appropriate local, state, and national organizations, growing existing and fostering new partnerships and pursuing professional development opportunities.

**Desired Skills and Experience:**

- Strong knowledge of digital marketing concepts, tools, and strategies, including SEO, social media marketing, email marketing, content marketing, and online advertising.
- Solid understanding of website analytics and the ability to interpret data to make informed decisions.
- Detail oriented with a strong focus on accuracy and quality of work.
- A process enthusiast who understands cause and effect and can communicate complex details of databases and online experiences to people of all ages and levels of experience.
- Demonstrated experience as a power-user of back-end online technology.
- Basic knowledge of database structure.
- Demonstrated experience working in a team environment with other specialized team members completing projects and achieving desired results.
- The ability to practice patience and persistence for partners while maintaining high expectations for one's own performance.
- Experience with Customer Relationship Management or Content Management Systems is preferred.
- Ability to work independently and as part of a team in a multi-faceted environment.

The above is intended to describe the general content for the performance of this position. It is not to be construed as an exhaustive statement of responsibilities and duties.