

SoIN Tourism Position Description

Position: Digital Strategy Manager

Employment Status: Exempt/full-time/salary

Reports to: Chief Marketing Officer

Supports the organization's role of destination marketing by overseeing the Content Management System (CMS) and the Customer Relationship Management (CRM). Maximizes the organization's efficiency and effectiveness in establishing and stewarding relationships with tourism businesses. Manages and optimizes website content and structure to ensure optimal end-users' experience. Develops and implements paid online digital marketing campaigns to drive brand awareness, generate leads and increase customer engagement.

Responsibilities

- Customer Relations Management (CRM) and Content Management System (CMS) – 40%
 - Act as the internal expert on the CRM and CMS, coaching team members on best practices to ensure clean, usable data; develop and produce regular reports to keep team members updated.
 - Oversee the CMS to enable the seamless creation, publishing, and optimization of digital content.
 - Work with the organization's marketing and communications team and vendors to manage the destination's website, thereby optimizing end-users' experience. Using the CMS, edit existing page structures and create new pages to meet content needs.
 - Train and coach industry partners to manage their CRM data; encourage them to update listings and events consistently, ensuring the destination website's accuracy.
 - Stay current on best practices to enhance website's effectiveness; provide recommendations to the executive team for CRM and CMS enhancements.
- Digital Marketing – 40%
 - Implement email marketing campaigns with content provided by the marketing and communications team; find ways to nurture leads, drive conversions, and strengthen customer relationships.
 - Manage email marketing lists, distribution of emails and the measurement of efforts.
 - Develop and execute digital marketing strategies to drive traffic to the destination website, enhancing user engagement. Develop and monitor paid social media ad campaigns.
 - Work with vendors to manage online advertising campaigns, including pay-per-click (PPC) advertising, display advertising, and retargeting campaigns to maximize reach, conversions, and return on investment (ROI).
 - Work in conjunction with partners and Visual Content Manager to provide information to third party websites.

- Other – 20%
 - 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.
 - Adapt and document evolving processes and procedures for the position, ensuring agility and responsiveness to changes.
 - Maintain clear communications with other staff members to create an effective team.
 - Maintain performance metrics relative to goals and analyze data for decision-making.
 - Work with the data team to monitor and analyze key performance indicators (KPIs) to assess the effectiveness of digital marketing initiatives.
 - Attend industry meetings and provide 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:

- Ability to communicate complex details related to databases and online experiences in a clear and accessible manner, catering to various individuals and levels of expertise.
- Proficiency in CRM management and CMS coordination, and digital marketing tools with a focus on strategy development and execution.
- Demonstrated experience as a power-user of back-end online technology.
- Strong knowledge of digital marketing concepts, tools, and strategies, including SEO, social media marketing, email marketing, content marketing, and online advertising.
- 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.
- 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 with partners while maintaining high expectations for one's own performance.
- 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.