



Digital Marketing Manager

Reports to: President

Supervises: None

Classification: Manager

Full-Time/Exempt: \$48,000-\$56,000

Job Function:

The Digital Marketing Manager, reports to the President of the Steuben County Conference and Visitors Bureau (SCCVB). This position is responsible for managing the SimpleView CMS and all digital advertising programs. Primary functions are to maintain, update and audit website and any web programs, and launch, manage and optimize digital advertising campaigns.

This is a full-time position with no direct supervisory responsibility.

Expectations:

The Digital Marketing Manager is expected to take initiative, be a self-starter, creative along with analytical and detail oriented. They must maintain professionalism, be flexible and able to handle multiple tasks and changing priorities and remain composed under the pressure of deadlines. Must exhibit dependability and willingness to work as an integral member of the SCCVB team.

Essential Functions:

- Manage the SimpleView CMS including web layout and design, development and production, work with SimpleView developers and editors to ensure it meets the needs of the organization
- Conduct content audits to identify gaps and redundancies in site content and optimize for search
- Create and implement content schedules for team members to produce or update content. Support development and other projects as needed
- Analyze data to learn how users interact with the site and optimize to improve performance
- Analyze data to determine trends and best practices to positively impact lead generation
- Launch, manage, and optimize digital advertising campaigns including paid search, native campaigns, geo-fencing, social media and email marketing.
- Maintain contracts with external digital marketing companies, to ensure best practices, budget and targets are being met
- Analyze campaign performance by channel and across channels. Ensure ongoing optimization of digital marketing channels and drive YoY growth and healthy ROI
- Be able to work independently, come to conclusions, and make data-driven decisions that will make positive and significant impacts to the overall lead generation process and user experience
- Provide weekly and monthly reporting on KPIs as well as creation of standard ad hoc reports to support the growing needs of the organization
- Oversee cooperative programs with tourism partners including the “pay-to-play” options
- Adhere to budget parameters and goals and propose budget recommendations to leadership support social media goals
- Assist the President as directed

**Qualifications:**

To be successful, you be a demonstrated self-starter who takes initiative, is extremely organized, exhibits excellent and consistent follow through, have a metrics-driven mindset, with critical thinking and problem-solving skills. A desire and interest in working and growing in the hospitality industry is preferred. It is required that you be personable and professional in communication style and demeanor, as well as exhibit a consistent positive attitude.

- Bachelor's Degree in Tourism, Business, Marketing, Information Technology, Computer Science, any other related field and four years' experience in related field
- Intermediate knowledge of Google Analytics and Google/Bing search engine advertising building and optimizing lead generation campaigns among other analytical tools and platforms necessary for the effective performance of duties
- Have excellent written and verbal communication skills with a strong attention to detail and a task-oriented mindset
- Experience in SimpleView CRM and CMS databases helpful
- Must have strong knowledge of SEO and SEM strategy, implementation and optimization
- Comfortable with data retrieval, manipulation, analysis and insight generation
- Solid understanding of programmatic, paid social and affiliate media trends Web analytics and reporting: ability to read and create reports
- Good organizational and time management skills
- Must be able to speak, read, write and understand the primary language(s) used in the workplace

License Requirements:

Valid driver's license with good driving record.