

Job Profile

Director of Digital Marketing





Overview

At a Glance

 TITLE	 EXPERIENCE	 LOCATION	 COMPENSATION	 INDUSTRY	 REPORTS TO
Director of Digital Marketing	5-8 years recent digital strategy & implementation leadership	Onsite	Competitive salary and benefits	Travel & Tourism	VP of Marketing & Business Development

The Company

Our client leads all travel & tourism focused marketing efforts to inspire both leisure and business travelers to seek out this beautiful & metropolitan city as a world-class destination offering all the attractions and amenities that fit their needs and desires.

This city that our clients call home was recently named a top-5 “best city to live in” in America....and a great city to live in is ALSO a great city to visit! Our clients find their daily efforts richly rewarding because their organization is actively involved in enhancing & promoting all their city has to offer travelers....across entertainment, fine dining, cultural attractions, active lifestyle pursuits, scenic beauty and more. So, their day job also helps make their “own backyard” something they get to love and enjoy, too....

We are looking for a Director of Digital Marketing who will lead the development, implementation, management and analysis of all digital marketing initiatives that drive their organizational priorities and goals; including overall digital strategy, all web initiatives including search, oversight of all social media programs, contact marketing efforts and collaboration on the implementation of digital advertising campaigns.

In Detail



Position Responsibilities

ESSENTIAL FUNCTIONS

- Responsible for development of digital strategy as it relates to the integration of the client's owned digital platforms into larger marketing initiatives.
- Responsible for implementation of all digital initiatives on owned websites, social media platforms, eCRM programs and other interactive initiatives.
- Evaluation of new technology and how it would strategically align with client's digital platforms.
- Responsible for assisting VP, Marketing & Business Development and designated staff in the implementation of the digital components of advertising campaigns and marketing programs for both leisure and convention marketing efforts. These components include, but are not limited to: directing development of campaign landing pages; creation of complementary paid social media efforts; creation and implementation of advertising performance tracking systems; implementation of enhanced digital tactics that support campaigns; analysis of advertising performance on owned digital platforms; and others to be determined.
- Responsible for the development, enhancement and implementation of search engine programs, both organic (SEO) and paid (SEM), in conjunction with client's preferred search agencies.
- Direct oversight of web, content management and social media operations, staff and contractors.
- Provide back-up in web, digital design, content and social media areas as necessary
- One of the primary points of contact with client's chosen website platform provider.
- Other duties as may be assigned.

(continued)

In Detail



Position Responsibilities

SUPERVISORY RESPONSIBILITY

- This position has supervisory duties over the Digital Marketing department, which includes the Web Architect & Analyst, Content Manager, Social Media Manager and Digital Design Manager.
- Hire and orient all new employees. Create the job qualifications for the position, interview all qualified applicants referred by HR and select appropriate individual based upon the applicant's ability to satisfy the position qualifications.
- Instruct and train all employees on the specific responsibilities of their position. Establish on-the-job training activities on the procedures and techniques of the position to allow the employees to become proficient as quickly as possible.
- Establish objectives, coach and counsel direct employees. Assign work to direct employees and develop time schedules that assure timely completion of work. Coordinate all departmental activities and communicate relevant work activities.
- Review performance of all direct employees consistent with the company's Performance Management Program.

In Detail



Position Qualification

EDUCATION

Four-year degree in a New Media, Digital Marketing, Web Design and Development or relevant field of study is required.

EXPERIENCE

5 to 8 years RECENT marketing experience in the areas of digital marketing program management within a marketing and/or agency setting. Knowledge of tourism, travel or related industry experiences a plus.

COMPETENCIES

Technical skills - Broad functional knowledge and proficiency in technical and operational aspects for all segments of digital marketing, including digital advertising capabilities, website technologies including HTML, social media, eCRM and search marketing.

Social media - Expert understanding of social media strategy and the usage of social media platforms in marketing programs, both organic and paid.

Analytics - Expert understanding of and proficiency in the analysis of digital marketing programs via platforms such as Google Analytics, social media reporting tools and similar tools.

SEO/SEM - Expert understanding of search engine optimization (SEO) and search engine marketing (SEM) capabilities, with direct experience in overseeing SEM programs.

(continued)

In Detail



Position Qualification

eCRM

- Expert understanding of capabilities of electronic newsletter/eCRM programs and platforms.
- Technology application skills:
 - MS Office (Outlook, Word, Excel, PowerPoint & Access) - Advanced
 - Internet technologies which includes, but is not limited to, web browsing and search marketing – Intermediate to advanced
 - Google Analytics- advanced
 - CRM and CMS Intermediate to advanced
- Clear understanding of analysis and proven analytical ability to track multiple marketing initiatives, analyze results, and recommend changes.
- Ability to work independently as well as collaboratively with all internal employee levels and various vendors/clients.
- Proven problem analysis and resolution at both a strategic and functional level with exceptional analytical skills
- Strategic planning, financial and resource management and administration. Ability to develop and accomplish short- and long-term goals, objectives and plans.
- Ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines
- Efficient and proven organizational skills; proactive & detail oriented
- Must have strong interpersonal skills, maturity and good judgment and be capable of communicating in a professional manner with a diverse range of individuals.
- Maintain professional presence
- Excellent command of the English language, oral and written
- Reliable, dependable, flexible and responsive; willingness to do what it takes to meet a timeline

PHYSICAL ABILITY

- Must be able to sit for extended period of time
- Must be able to bend, stoop and reach
- Must be able to lift up to 40 pounds on an occasional basis

Please send your resume and cover letter to HR@VisitDenver.com