



Where history meets

history in the making.

HOURS: Monday – Friday, 8 a.m. – 5 p.m. Some evening and weekend work is required.

TRAVEL: Some travel is required.

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

STATUS: Full Time/Exempt At Will

Digital Marketing Manager

Organization Mission: To position Cumberland County as a premier destination for conventions, tournaments and individual travel.

The Digital Marketing Manager will oversee the management of all digital marketing platforms and functions, working in tandem with all team members to ensure alignment with organizational goals and objectives.

Essential Duties and Responsibilities:

1. Execute strategic plans, initiatives, and tactics for digital marketing, including paid social media, digital programmatic ads, and search engine marketing.
2. Work closely with Creative & Communications Manager in developing collateral needed for programming.
3. Monitor, analyze, and report on all digital marketing performance, providing insights and recommendations for improvement.
4. Provide a monthly Google Analytics report showing key metrics and areas of focus for DistiNctlyFayettevilleNC.com
5. Work with the marketing team on content and editorial calendars to ensure consistency across all channels and enhance our digital presence.
6. Recognize trends and adjust programming as needed.
7. Implement SEO strategies to improve website visibility.
8. Manage the digital media portion of the marketing budget.
9. Measure and report the performance of all marketing and advertising channels, as well as assess against departmental goals and key performance indicators (KPIs).
10. Maintains reports on e-mail marketing program.
11. Performs other duties as required or assigned.

Knowledge, Skills, and Abilities

1. A self-starter with a proven track record in digital space.
2. Knowledge of the hospitality and tourism industry.

3. Documented proficiency in utilizing digital tools such as Google Analytics, Google Adwords, and other platforms to strategically enhance and measure the effectiveness of an organization's digital marketing efforts.
4. In-depth knowledge of current digital trends and best practices.
5. Ability to learn and maintain knowledge of DistiNctly Fayetteville organizational policies and goals that apply to the area of responsibility.
6. Ability to establish and maintain an effective working relationship with team members, community and constituency, public officials, and others.
7. Ability to plan, organize and effectively present ideas and concepts to groups and to communicate effectively and professionally, orally and in writing.
8. Ability to exercise sound judgment and discretion in the performance of job duties and represent DistiNctly Fayetteville in a positive, enthusiastic and professional manner.
9. Knowledge of and ability to operate personal computers including word processing programs, internet programs, and related programs and databases as well as other related software, to carry out job duties and functions. Must be able to operate equipment used by the position.
10. Build a working knowledge of the tourism industry to include Cumberland County and the assets contained within.
11. Ability to be self-accountable.
12. Ability to lift, push or carry up to 35 lbs.

Minimum Education and Experience Requirements

1. A bachelor's degree in marketing, communications, digital media or a related field.
2. 3-5 years of experience in digital marketing, preferably in the travel industry, or a related field.

Conditions of Employment

Each applicant who has tendered an offer of employment must have and maintain a valid North Carolina driver's license with an acceptable driving record. Current copy of insurance must be provided at time of hiring and kept current in employee file.

Employment is at will: the team member may quit or be discharged at any time for any reason per applicable North Carolina laws.