



## Digital Marketing & Social Content Manager

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Reports To: Vice-President

### Position Overview

Responsible to develop and/or maintain and implement programs, projects and activities, that fully showcase the Visit Jefferson Parish tourism brand online through increased audience/market attention and conversion. Works in a team environment and must perform in an efficient, reliable and confidential manner.

### Responsibilities and Duties

- Responsible for the complete and accurate online presence and communications thereof for the Jefferson Parish tourism brand experiences and the JCVB organization
- Develop and implement a digital destination marketing strategy including but not limited to, website development and management, social media engagement, mobile connectivity, video production and blog content and advertising/promotional campaigns with respective JCVB marketing/sales and communications team members
- Coordinate and implement composing, editing and keeping current destination website content
- Maintain all contact databases and distribution listings and executes sending of all JCVB online newsletters and other program messaging in conjunction with appropriate JCVB personnel
- Ensure search engine registration, metatag placement and optimization
- Use tracking and digital measurement programs to provide analytics reporting monthly, year-to-date and as needed.
- Evaluate and work with effective out-sourced third party digital providers and/or consultants
- Coordinate with JCVB PR/Travel Media Liaison on the implementation of story ideas and pitches to PR/travel media & journalists. Monitoring and reporting of all digital media-mentions
- Maintain video and photography library
- Remain current on latest technologies and trends in conjunction with Technology Systems Manager on scripting, security issues, e-commerce, authoring tools and graphic design
- Other projects & duties as assigned by the Vice President

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## Position Requirements

- Four-year degree from an academic institution and/or minimum of two to five years related online communications experience or the equivalent combination of education and experience
- Excellent writing skills including a command of grammar, usage and vocabulary
- Excellent word processing/typing and online development/search skills
- Strong communications and detail organization and proofreading skills
- Ability to deal effectively with current and potential members/clients and the public
- Professional appearance
- Consistent and reliable presence at work
- Knowledge of the convention and tourism industries a plus
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple tasks
- Detailed applied knowledge of computer software including Microsoft Outlook, Word, Publisher, PowerPoint, Excel and other DMO related programs
- Ability to use required office equipment
- Some use of personal vehicle
- Ability to handle physical activity for extended periods of time such as computer work, keyboarding, telephone use, sitting and/or standing
- Ability to lift, push or pull objects of 50 lbs. or more