



JOB DESCRIPTION

Job Title: Sr. Manager Digital Media
Department: Marketing and Communications
Reports To: Sr. Director of Marketing
FLSA Status: Administrative Exemption
Prepared Date: January 2020

Summary: Digital Media Manager position will assist Visit Knoxville's digital marketing efforts by taking a lead role in the maintenance and development of the Visit Knoxville website, Visit Knoxville microsites, and the Visit Knoxville App.

Essential Duties and Responsibilities include the following. **Other duties may be assigned by the Sr. Director of Marketing.**

- Research and maintain a fresh website and microsites, including, but not limited to, collecting information, organization of materials, managing the information that is communicated via the web sites, as well as maintaining a fresh site design by implementing best practice standards and site optimization including streamlining the usability and performance of the website and microsites
- Work with web vendor's SEO analyst on updating and generating fresh content on the site as well as making page recommendation updates to work in coordination with SEO efforts
- Maintain the database of the CMS site and the accounts/listings/contacts in the CRM site to ensure accuracy of information
- Serve as point person with the web vendor to troubleshoot problems, broken links, and inappropriate postings and violations of site policies
- Collaborate with Sr. Director of Marketing to plan and develop site content, style and appearance
- Collaborate with Sr. Director of Marketing to plan and develop (and send) monthly enewsletters
- Collaborate with Dir of Communications and Social Strategies to develop and post blogs
- Use website CMS to analyze website usage statistics
- Develop and serve as editorial manager for web properties
- Collaborate with Creative Director to maintain Visit Knoxville's photo and video library
- Set permissions for site users in CMS and CRM platforms
- Carry out quality assurance checks on content
- Ensure all copyright laws are followed
- Research, maintain and update Visit Knoxville phone app
- Provide quarterly Google analytics reports of website and phone app performance

Supervisory Responsibilities

This position has no supervisory responsibilities.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Business Acumen - Understands business implications of decisions; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Cost Consciousness - Works within approved budget; Conserves organizational resources.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Adapts strategy to changing conditions.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

A bachelor's degree or equivalent work experience.

Language Skills

Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to effectively present information to co-workers and top management.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual should have knowledge and experience using HTML, CSS, CMS and CRM database platforms, creating email marketing campaigns in email marketing platforms, understanding of Google Analytics as well as experience using Adobe Software including Photoshop, Acrobat and Dreamweaver. Knowledge on how to use Microsoft Word, Excel, Outlook, and PowerPoint is also required.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to use hands and talk or hear. The employee is frequently required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and color vision.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.