

Job Description

Digital & Social Media Manager

Objective: We are looking for a creative, highly organized self-starter who is eager to share all there is to love about Madison. This position is responsible for executing our digital marketing strategy, including oversight of our social media channels, website, email marketing and digital advertising. Must enjoy collaboration, be able to juggle many projects and bring fresh and innovative ideas.

About Destination Madison

As Greater Madison's official destination management organization, Destination Madison drives economic impact through tourism. Our mission is to inspire a love for Madison, and our vision is that Madison is a place for all. We attract leisure visitors, conventions and sporting events to the area, and partner with local businesses to position Madison as one of the world's most vibrant and innovative places to live, work and visit.

Department: Marketing

Supervisor: Vice President of Marketing & Brand Strategy

Job Classification: Full-time; Exempt

Work Site Location: Destination Madison Office

Revised: July 2021

What you'll do:

- Manage our digital marketing strategy and overall digital presence, bringing innovative solutions to our social media channels and website, while ensuring the voice and tone of the brand is consistent and infused throughout
- Collaborate with the marketing team to build out and execute content and marketing strategy
- Oversee and build on our social channels which currently include Instagram, Facebook, YouTube and LinkedIn (looking to add additional channels to our portfolio soon)
- Responsible for creation of engaging content, regular posts, and interacting with followers on all channels for Destination Madison and our sister organization, Madison Area Sports Commission
- Manage our websites (visitmadison.com and madisonsports.org) and be responsible for planning and coordinating all site updates to keep site current and following the content strategy
- Work with a variety of digital tools and vendors including but not limited to Simpleview, CrowdRiff, Mailchimp, Digideck, and Issuu.
- Monitor, analyze and report on social metrics, email marketing and website traffic, usage patterns, conversion paths, etc. to understand visitor behavior, develop insights and make recommendations for optimizations
- Manage and execute our email marketing strategy (leisure, partner, and clients)
- Serve on the overall content team to develop a content plan executed across all channels
- Work closely with and support our marketing Agency of Record to plan and execute website design/updates, email campaigns and all digital marketing, including SEM, social (organic and paid) and display advertising campaigns. Identify trends and insights, and optimize spend and performance based on the insights.
- Assist other departments with digital needs and manage additional projects within the marketing department, as needed

**This job description describes the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time.*

Who we're looking for:

- Bachelor's Degree in Marketing, Journalism, Communications or other related field and a minimum of 4 - 6 years of professional experience in digital marketing **OR** 6 – 8+ years of professional experience in digital marketing preferred
- Experience with:
 - managing social media content and paid campaigns
 - managing pay-per-click campaigns
 - managing email campaigns
 - a content management system (CMS)
 - digital campaign analytics and optimizations
 - user generated content a plus
- Strong holistic understanding of SEO, SEM, web and social analytic tools, and CMS
- Ability to understand KPIs for digital marketing, and determine strategy changes to optimize performance
- Ability to manage the work and relationship with an outsourced marketing agency
- Proficiency with Microsoft Office Suite
- Exceptional passion for the Greater Madison area, and willingness to learn about all Madison has to offer.

Travel:

Occasional travel in Madison area

Work Environment & Job Specifications:

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Primarily perform work in an office environment
- Occasionally move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Work with frequent interruption.
- Sit for long periods of time
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds
- Occasional travel for Destination Madison supported events, meetings, etc.

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.*

To best safeguard the health and safety of our employees and guests, Destination Madison is mandating all employees to be fully vaccinated for COVID-19. This means that being fully vaccinated is a condition of continued employment and a condition of hire. For employees or applicants who request accommodation due to medical or religious reasons, Destination Madison will work directly with each employee or applicant to review their individual request for reasonable accommodation.

Destination Madison is an Equal Opportunity/Affirmative Action Employer