

Position Title: **Digital Marketing Specialist**
Reports To: Director of Marketing Communications
Department: Marketing Communications
Job Status, Classification: Full-time Regular, Non-Exempt

Position Summary

The Digital Marketing Specialist focuses on MCCVB's digital marketing and owned content programs, while supporting the team with other marketing communications initiatives to ensure positive outcomes. This position manages the tactical development and implementation of digitally focused leisure and group initiatives that inspire visitation and generate awareness of Monterey County as a premier travel destination.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful leader
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest and accountable
- Positively contribute to the team culture
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative, strategic and outside the standard reporting metrics
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the targeted goals of the organization

Role and Responsibilities

- Supports and executes social media activity, including posting, monitoring and moderating MCCVB owned channels
- Researches, writes and edits marketing communications content including digital content, social media posts, print publications, press releases, etc. to promote the destination
- Works within CMS to populate and edit web pages, blog posts and microsites in a timely manner
- Manages CRM databases including consumer e-mail, media and member information lists
- Implements consumer e-mail marketing program
- Supports SEM, SEO and paid social advertising programs
- Supports digital influencer visits and content programs, as well as coordinating press trips

- Communicates and collaborates with members regarding marketing opportunities, content requests and coverage in a timely manner
- Supports events, promotions and activations
- Manages monthly reporting, results and project list
- Fulfills internal, external and partner photo and video requests, tracks usage and licensing
- Ensures that assigned projects are delivered as scheduled and within budget to best possible quality standards
- Responsible for crafting, submission, follow up and tracking of award entries
- Works with external resources to complete assigned projects
- Creates internal process efficiencies and improves value for stakeholders
- Contributes to our safe, positive and harmonious work culture and environment

Supervisory Responsibility

This position has no supervisory responsibility.

Other Duties

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.

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

Expected Competencies

- Time management skills with ability to prioritize and balance multiple projects simultaneously
- Excellent relational skills and professional approach to working with a wide variety of stakeholders
- Excellent written and verbal communication skills
- Strong organization skills and processes knowledge
- Superior attention to detail and quality control
- Project management and planning skills
- Critical thinking skills with sound independent decision making and problem solving abilities
- Creativity and ability to turn ideas into results
- Willingness and ability to learn and grow within the organization
- Results driven, proactive and able to work independently and in groups
- Ability to maintain a positive attitude and thrive in a fast-paced work environment
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to recognize and maintain confidentiality of information
- Ability to work special events, evenings and weekends as assigned

Desired Education and Experience

- Four-year college degree and or more than three years' work experience in a marketing or communications capacity
- Experience in developing marketing communications initiatives/programs, including digital, advertising and/or PR agency experience
- Fundamental knowledge of web development, CMS/CRM systems, web analytics tools and reporting, including Google Analytics
- Basic production art skills and experience, including Adobe Creative Suite
- Proficiency in Microsoft Office products including Word, Outlook, PowerPoint and Excel; proficiency in both PC and MAC environments; familiar with cloud computing environments
- Experience working with budgets
- Knowledge of Monterey County
- Prior travel and tourism experience

Work Environment

This position operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role with extended time sitting at and using a computer including keyboard and mouse. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours may be required occasionally. Monitoring and maintaining MCCVB social media channels may be needed occasionally during evenings and weekends.

Travel Expectation

This position may require up to 10% local travel. No travel is expected this fiscal year.

Additional Expectation

Ability to maintain an excellent attendance record.

MCCVB offers a comprehensive compensation and benefits package including paid time off, paid holidays, 401k plan and group health, dental, vision, life and long-term disability insurance coverage.

If you are interesting in joining our team, please send your cover letter and resume to HR@SeeMonterey.com