



JOB DESCRIPTION

Job Title:	Digital Marketing Manager
Division:	Marketing
Reports to:	Director of Marketing
Classification:	Full Time, Exempt
Supervisory Responsibility:	Digital Marketing Coordinator
Approved By:	President & CEO

Organization Background

Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau is the official destination marketing organization for Oakland, CA. We are passionate about Oakland and believe in our mission – to increase tourism’s economic impact through destination development and brand management. Visit Oakland serves as the umbrella organization for all visitor-related travel to Oakland.

Founded in 1999 to market Oakland as a travel and meeting destination, build awareness and stimulate hotel occupancy, Visit Oakland continues with that mission today, actively marketing and selling Oakland to attract visitors.

The OCVB is a private, not-for-profit, 501c (6) organization, with a 21-member board of directors and a staff of sixteen. Visit Oakland is funded by a dedicated hotel tax - Measure C, and hotel self-assessed TBID.

Position Summary

Focus on communications, digital media, promotions and online design.

You are a strong writer that can adapt to any brand voice and want to help us tell Oakland's story to the world. You have superb communications skills, and can spit out taglines in your sleep, have a great eye for design and are the ultimate team player. You can adapt easily to change and thrive on creating collaborative and productive relationships with partners, customers, and internal team members. This is a great opportunity for someone who is extremely organized and likes to work in a fast paced environment. This position reports directly to the Director of Marketing.

Essential Duties and Responsibilities

- Website:
 - Create and curate fresh, compelling content, blogs, articles to improve SEO.
 - Serve as the primary website administrator.
 - Work in collaboration with website developers to manage web updates, SEM, SEO, and PPC programs.
- Research & Reporting: Review & report on analytics for website and digital advertising, and measure against KPIs.
- Email Marketing: Create content schedule and design layout for monthly e-marketing for leisure and meetings/groups target audiences.
- Manage all social media advertising, including Facebook, Youtube, Pinterest, and LinkedIn for leisure and meetings audiences.
- Understand the brand voice and recognize the responsibilities of managing the reputation of an urban destination
- Programs: Assist Director of Marketing in the creation of seasonal marketing programs
- Vendor Management: Manage external digital marketing vendors such as web developers, CMS, UGC, Act-On, BookDirect, etc.

- Content Creation: Director of Marketing with development of content for Annual Report, Annual Meeting, and annual Visitor Guide.
- Manage budget for projects and social media. Measure for ROI.
- Attend shows & events outside of business hours as needed.

Qualifications

- 3-5 years of experience in a marketing role and a Bachelor Degree in Communications, Marketing or Design, or equivalent.
- First-hand knowledge of online communications required. Excellent copywriting, editing and proofing skills.
- Fully versed in SEO best practices and analysis of web and social media channels.
- A deep knowledge of primary social platforms (ie. Facebook, Twitter, Instagram, YouTube, LinkedIn, etc) and new and emerging technologies and their benefits.
- Strong technical skills including knowledge of Microsoft Office, Adobe Photoshop and InDesign, HTML or CSS experience and CRM knowledge a plus.
- Knowledge of key elements of page layout and design. Includes ability to work with suppliers to produce appealing, high-impact communication materials. Knowledge of digital advertising production is a plus.
- Can work effectively and comfortably with external and internal stakeholders.
- Energetic self-starter with good interpersonal and collaborative teamwork skills. Has a positive attitude and is self-directed, able to see and understand the big pictures while remaining focused on execution of day-to-day details.
- Proven ability to manage and prioritize multiple tasks and projects in a fast-paced, deadline-driven environment.
- Extensive knowledge of Oakland, California.
- The ideal candidate will be interested in career advancement in the destination marketing industry.
- Available on weekends and evenings as needed.
- Valid driver's license required with clean DMV record.

Compensation

Competitive Salary

Benefits: Medical, dental, life and retirement benefits

Relocation Package: not available

How to Apply

Submit resume, cover letter, two writing samples, and three professional references to lisa@visitoakland.com.