



**Position Title:** Digital Marketing Specialist

**Location:** San Luis Obispo, CA

**Functional Area:** Marketing

**Reports to:** CMO (Brand & Marketing Manager in 2021)

**Employment Type:** Full-Time Exempt

**Education Required:** Four-Year Related Degree (or equivalent experience)

**Experience Required:** 3-5 Years

**Salary Range:** \$50,000 – 60,000, plus benefits, DOE

**Organization Description:**

Visit SLO CAL (VSC) is the non-profit countywide destination marketing and management organization (DMMO) for San Luis Obispo County. Its mission is to “Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.” Its goal is to promote San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. Visit SLO CAL works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, breweries, activities, local community destination marketing organizations and the state tourism organization, Visit California, to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county. For more information, visit SLOCAL.com.

**Position Description:**

Do you enjoy data analytics and managing digital projects?

Are you motivated, talented, driven, passionate, and detail-oriented?

Can you smoothly switch gears from task to task in order to keep effective track of our projects and programs?

If you answered yes to these questions, the Digital Marketing Specialist position at Visit SLO CAL presents an exciting opportunity for you. We will all work together to increase the awareness of SLO CAL as a destination -- you are vital to achieving this success!

*Here's what your day will look like*

Digital promotion and systems are critical to the success of Visit SLO CAL's marketing and operations, and your job is to assist the team in executing the digital marketing program and maintaining digital systems, such as the customer relationship management (CRM) system, content management system (CMS) and extranet. Using your experience in digital marketing, you will help manage and optimize programs in digital advertising, email marketing, website programs and social media. But, you won't be all on your own! Externally, you'll need to work closely with our media agency, website agency, and other related contractors. Internally, you will work with the Chief Marketing Officer, the Marketing and Brand Manager, and Marketing Coordinator to ensure all marketing programs are operating optimally and in sync. You'll also work with others on the team to support our entire organization, from sales and partnership to operations and executive management.

*Who are you?*

- You possess a solid base of digital knowledge, think creatively, and have a talent for turning analytics into insights.
- You have a strong passion for marketing and an interest in tourism.



- You have solid organizational and communication skills.
- You must be a team player with an openness to feedback. We are a close-knit team that places a high value on trust and continuous improvement.

### **Core Responsibilities:**

#### ***Project Management***

- Execute maintenance and performance strategies for digital marketing programs. You will assist the team and our agencies on:
  - Development, maintenance, and performance of the destination website(s), blog and visual marketing platform
  - Continuous improvement of the website's SEO, usability, design, and conversions
  - The execution and optimization of paid digital media programs
  - Performance and optimization of email marketing and social media programs
- Work with agencies and the Visit SLO CAL team on managing digital systems, including:
  - Development, maintenance and performance reporting, and assessment of the customer relationship management, digital asset management and content management systems
  - Identification and evaluation of emerging technologies, new systems, trends in digital marketing, and data management
- Assist in the execution of VSC's brand campaign in collaboration with VSC agencies and marketing team, including:
  - Assess, interpret and utilize data analytics to help inform campaign optimization and the relationship between paid and owned media
  - Evaluate consumer research, market conditions and competitor data to help inform campaign strategy, execution and continuous improvement
- Reporting on development and performance of digital advertising, marketing, systems, and programs

#### ***Operational Duties***

- Manage priorities consistent with Strategic Direction 2023
- Meet or exceed Marketing goals with a specific focus on established KPIs
- Comply with organizational values, policies and procedures
- Assist the leadership team with the implementation of new projects and facilitate additional responsibilities, as requested
- Travel willingly for marketing events, professional development and/or agency collaboration (approximately 1-2 trips/year totaling 3-5 days)
- Remain flexible to a workload that occasionally requires more than 40 hours/week of work



#### Preferred Skills/Experience:

- Four-year degree in Marketing or related field (or equivalent experience)
- 3-5 years professional experience in digital marketing (ideally in the tourism or hospitality industry)
- Knowledge of and experience with digital marketing channels, including CMS, social media and email marketing, including analytics and optimization
- Strong analytical thinking and drive with some knowledge of website analytics tools and optimization (e.g., Google Analytics, Facebook Insights)
- Knowledge of marketing concepts, digital systems and best practices, including the trends in digital marketing and measurement and Customer Relationship Management systems
- Working knowledge in Adobe Creative Suite, especially Photoshop and Illustrator, and in Microsoft Office Suite
  - Experience with video editing and graphic design, including infographic development, is helpful
- Working knowledge of various digital marketing and project management platforms (e.g., Ad Words, Mail Chimp, HTML, CSS, Asana etc.) is helpful
- Experience working with agencies and/or contractors
- Strong interpersonal skills with a mindset for collaboration

#### Desired Traits/Abilities:

- Detail-oriented, methodical and extremely organized work style
- Talent for tracking, attention to detail and the ability to pivot quickly in a rapidly-changing environment
- Problem-solving skills and ability to propose solutions
- Ability to work autonomously, yet collaborate with others as needed
- Strong drive and a tendency to thrive in a very fast-paced, ambitious environment
- Professional, adventurous, positive and confident attitude

Visit SLO CAL, an equal opportunity employer, offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced and pleasant environment. We offer many premium benefits including medical, dental, life insurance, vacation time and much more.

For more information or to apply, visit the [Jobs page on the SLOCAL.com website](#).