

Title: Digital Marketing Manager
Reports to: Director of Marketing & Communications, Visit South Bend Mishawaka

The Digital Marketing Manager supports Visit South Bend Mishawaka's marketing strategies through content creation across its platforms, including social media, website and email. This position acts as the brand voice for the organization while showcasing St. Joseph County to potential visitors and building community across digital platforms.

Essential Functions

- Coordinates the day-to-day operations of the Visit South Bend Mishawaka social media platforms; supports partner campaigns for the tourism community.
- Daily posting, monitoring and engagement across social media platforms including but not limited to Facebook, Instagram, YouTube, TikTok and LinkedIn.
- Establish a consistent message using the VSBM brand voice, build loyal followers, grow engagement and encourage positive online conversations.
- Identify and secure rights to user-generated content to grow VSBM's visual library and bolster overall marketing efforts.
- Responsible for scheduling and maintaining an organized social calendar including partner promotion, special events, contests, seasonal campaigns, influencer engagements giveaways and more.
- Capture video and photo content through immersive activities, explorations and partner promotions to create owned promotion assets.
- Set key performance indicators for social media efforts based on industry best practices and optimize channels accordingly.
- Research new technologies, strategies, trends and engagement opportunities applicable to Visit South Bend Mishawaka and the destination.
- Monitor and report back online conversations across VSBM's brand channels, acting as a voice of the brand and responding to comments and messages in real-time.
- Foster relationships with local industry partners to amplify their content and initiatives across Visit South Bend Mishawaka's platforms where applicable.
- Track content analytics and create reports on overall social performance.
- Identify social media trends and patterns to further promote St. Joseph County.
- Assist with CRM database maintenance and updates.
- Execute newsletter communications in collaboration with the Director of Marketing & Communications.
- Oversee population of VSBM's website calendar, including outreach to key stakeholders.
- Support the development of social content to promote sales efforts, where applicable.
- Manage the content on VSBM's digital kiosks.
- Manage content on visitsouthbend.com, particularly the Around The Bend blog, to ensure its relevance and accuracy.
- Other duties as assigned by Director of Marketing & Communications, Art Director or Executive Director.

Skill Requirements/Considerations:

- Resourceful, well organized, dependable and detail oriented.
- Manages multiple tasks and have good time management skills.
- Excellent computer software skills.
- Strong communication skills both verbal and written.
- Exceptional interpersonal skills to work effectively as a team member.
- Proficiency in use of Office Suites.



Additional Information

- Full-time, exempt position (paid every two weeks)
- Salary range: \$50,000-\$55,000
- Monday to Friday, 8 a.m. to 5 p.m.
- Hybrid opportunity (Work remote up to two days per week, as approved by supervisor and subject to change)

Pre-Employment Requirement

- Visit South Bend Mishawaka is a drug-free workplace and requires a pre-employment drug screen for any individual offered a position.

To apply, please submit a cover letter and resume to Kari Bumgardner, Art Director, at kbumgardner@visitsouthbnd.com on/by May 3, 2024. Review of applications will begin immediately.

