



Job Title: Web & Digital Marketing Manager
Department: Marketing
Reports to: Associate Vice President of Marketing
FLSA Status: Exempt

SUMMARY:

Responsible for web and digital marketing related activities for the Valley Forge Tourism and Convention Board.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Plans and executes web and digital strategy for the organization
- Responsible for organization's content management system (website) and destination management system (CRM)
- Manages relationship with web developers and other partners
- Ensures data related to the website and digital marketing is collected and provides accurate reports
- Manages mobile applications for the organization
- Oversees the organization's email marketing program and consumer email lists
- Creates, maintains, and posts content for the website

COMPETENCIES & SKILLS:

- Knowledge and understanding of e-marketing techniques and principles (intermediate to advanced level)
- Knowledge of e-newsletter software
- Knowledge of best practices of website maintenance
- Knowledge and familiarity with pay-per-click advertising
- Knowledge of search engine optimization (SEO) trends and best practices
- Knowledge of Google Analytics
- Familiarity with website content management systems (CMS)
- Familiarity with Microsoft Office
- Knowledge of Google Analytics
- Experience with Customer Relationship Management software (CRM)

CANDIDATE REQUIREMENTS & EDUCATION/EXPERIENCE: Bachelor's degree from a four-year college or university; and 3-4 years related experience and/or training; or equivalent combination of education and experience.



QUALIFICATIONS: To perform this job successfully candidate should demonstrate a high level of energy, discretion, flexibility and good judgment, as well as an ability to work with senior executives and business partners. Must possess strong written and oral communications skills, as well as excellent organizational skills.

LANGUAGE SKILLS Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

COMPUTER CAPABILITY: Knowledge of database management, Microsoft Office Suite, Power Point, mass mailing and e-mailing, mail merge of word processing and Internet research.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Lead by example.

WORK ENVIRONMENT and PHYSICAL DEMANDS: Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.

ADDITIONAL INFORMATION: The Valley Forge Tourism & Convention Board offers a competitive salary. Benefits package includes: incentive program, medical, dental, STD/LTD, Life Insurance, 401(k), paid holidays and paid time off.

Who We Are:

The Valley Forge Tourism & Convention Board is a private, non-profit membership sales and marketing organization which actively promotes the Valley Forge area and Montgomery County as a convention site and leisure visitor destination by promoting patronage of its member hotels, restaurants, attractions and services.

Please submit your resume to Jake Markezin at markezin@valleyforge.org or Justine Garbarino at garbarino@valleyforge.org