



VISIT PANAMA CITY BEACH/CVB JOB DESCRIPTION

<u>Job Title</u>	<u>Department</u>	<u>Classification</u>
Digital Marketing Manager	Marketing	Exempt

NATURE OF JOB:

Digital Marketing Manager – Digital Marketing supports and executes the strategy, performance, and optimization of Visit Panama City Beach’s digital ecosystem. This role manages websites, CRM systems, email marketing, digital advertising, analytics, and social media strategy to deliver measurable results and support the destination’s marketing goals.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES:

- Collaborate with internal team members to optimize the website, CMS, CRM, and email marketing platforms.
- Guide digital marketing, SEO, SEM, and paid media strategies, partnering with agency teams to execute, optimize, and drive performance.
- Manage social media strategy and content planning to ensure alignment with brand voice and campaign goals.
- Analyze digital performance metrics and optimize campaigns.
- Ensure security, accessibility, and compliance of digital platforms.
- Manage relationships with digital agencies and technology vendors.
- Regular, reliable full-time attendance as scheduled.
- The employer may modify or assign additional duties at any time, as determined by leadership, to support Visit Panama City Beach’s mission and marketing objectives.
- Performs other related duties as assigned.

MINIMUM QUALIFICATION REQUIREMENTS:

- Bachelor’s degree from an accredited college or university in digital marketing, marketing, information systems, communications, or a related field.
- Five (5) or more years of experience in digital marketing, website management, CRM administration, or digital advertising.
- Demonstrated experience managing websites, CMS platforms, CRM systems, and digital campaigns.
- Experience managing digital agencies and technology vendors.
- Must maintain strong interpersonal and communication skills when dealing with the public.
- Must be able to speak, write, and comprehend the English language.

LICENSES AND/OR CERTIFICATIONS:

Possession of or ability to obtain a valid Florida driver’s license upon offer of employment with a driving record acceptable to the PCB/CVB Driving Policy and insurance program.

KNOWLEDGE, SKILLS, & ABILITIES:

- Knowledge of digital marketing platforms, including web, CRM, email, and paid media.
- Knowledge of SEO, SEM, analytics, and performance optimization.
- Knowledge of digital accessibility, security, and compliance standards.
- Knowledge of social media strategy, content planning, and platform management.
- Knowledge of destination marketing digital strategies.
- Skill in digital strategy development and execution.
- Skill in analyzing and interpreting performance metrics.



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- Skill in vendor and agency management.
- Skill in managing and optimizing digital platforms and systems.
- Skill in cross-functional collaboration.
- Must have good interpersonal and communication skills
- Outstanding project management and organizational skills.
- Excellent oral and written communication skills.
- Expertise in MS Word, Excel, and Outlook is essential.
- Ability to optimize digital platforms for performance and usability.
- Ability to adapt digital strategy to changing technologies and trends.
- Ability to ensure compliance and security across digital systems.
- Ability to manage multiple digital initiatives simultaneously.
- Ability to support enterprise-level marketing objectives.

WORK LOCATION:

Not Eligible for Remote Work - This position is assigned to a PCB/CVB worksite. Due to the non-portable nature of the essential functions of this position, this position is not eligible for telework.

PHYSICAL REQUIREMENTS/ENVIRONMENTAL CONDITIONS:

Work is performed in a combination of office, field, and event-related environments. While positions are primarily based in an indoor, climate-controlled office setting, all CVB employees may be required to work outdoors and in public venues in support of special events, festivals, concerts, parades, sporting events, and other tourism-related activities.

Work may involve exposure to varying weather conditions, crowds, noise, and other elements typical of public events, as well as interaction with the public, vendors, contractors, and partner agencies.

The position requires the ability to perform common physical activities, including standing, walking, bending, reaching, grasping, pushing, pulling, and repetitive hand movements, as well as effective hearing, speaking, and visual acuity.

Employees may be required to lift and carry materials or equipment, with frequent lifting of 10–15 pounds, occasional lifting of up to 25 pounds, and infrequent or assisted lifting of up to 50 pounds.



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