



## **JOB DESCRIPTION: Digital Marketing Manager**

Job Title:	Digital Marketing Manager
Department:	Marketing
Reports To:	Director of Consumer Marketing and Director of Information Technology
Classification:	Regular, Full Time Exempt
Supervisory responsibility:	Some
Position Start Date:	ASAP
Salary Range:	\$58,000 – \$88,000 Depending on Experience

### **Position Summary:**

The Digital Marketing Manager will serve as an integral member of the consumer marketing team. As an essential member of the marketing team, this position will work in a collaborative effort to deliver a high level of technical and editorial management on an assigned set of Visit California's owned digital platforms.

The Digital Marketing Manager will oversee the technical implementation of Visit California's consumer web presence (VisitCalifornia.com and 13 fully localized international sites) and e-mail marketing platform, as well as work directly with the Visit California Content Manager to facilitate all content needs on the global web platform and e-mail marketing program.

In both capacities, the Digital Marketing Manager will work closely with the Marketing team to develop and understand marketing requirements, translate those into technical specifics and ultimately work with internal IT resources and external vendors to implement. This key role will provide vital leadership to technical resources, liaise with design resources as needed and further serve as a primary point of contact for Visit California's regional teams for all website and e-mail functions.

Please note, this is not a web design or development position, though an understanding of those disciplines is needed.

Specific responsibilities include:

- Responsible for the management of [www.VisitCalifornia.com](http://www.VisitCalifornia.com) and all other Visit California consumer Web sites and e-mail marketing platforms globally.
- Manage external development agency, driving project priorities for all web properties.
- Manage external agency responsible for developing and deploying Visit California's consumer e-mail communication.
- Manage all inbound requests, maintain Web site schedule, track and resolve open issues, write detailed project requirements and conduct all communication across key stakeholders.
- Manage all future Web site product launches and upgrades.
- Work closely with Brand Advertising Manager and Consumer Advertising Manager to implement



online brand campaign extensions.

- Work with Content Manager to develop web and e-mail content priorities, optimizations and develop web payoff for Visit California content initiatives.
- Work closely with global web production team to coordinate publishing efforts, schedules and share best practices.
- Serve as primary point of contact for external vendor responsible for advertising sales and implementation on Visit California web and e-mail properties.
- Lead evaluation and implementation of third-party tools and features as needed.
- Liaise with Visit California IT Staff on projects as needed and to ensure organizational alignment on technology needs.
- Monitor, track and generate reporting for all Visit California Web sites and e-mail campaigns and provide on-going, proactive learnings and optimization opportunities to consumer marketing team.
- Serve as primary liaison with Marketing Research Manager to ensure Web and e-mail reporting is aligning with larger organizational research priorities.

**Key Duties & Responsibilities:**

<b><u>Estimated % of Time</u></b>	<b><u>Activity</u></b>
20%	Work with technology team regarding functionality of Web site and development of upgrades to site. Prioritize web projects and manage Web site vendor to implement. Seek out and evaluate partnership opportunities for expanded web functionality.
20%	Work with Content Manager on web content optimization plan. Work with international offices on localized versions of their Web site development and implementation based on specific in-market factors.
20%	Manage technical and content needs for Visit California’s consumer e-mail programming globally. Serve as primary contact for external agency responsible for e-mail deployment.
15%	Work with Brand Advertising Manager and Consumer Advertising Manager to execute strategic online brand engagement programs.
10%	Monitor, track and provide regular reports on web and e-mail performance.
5%	Manage and provide regular reporting on digital development budget. Manage all vendor contracts and ensure a high level of operational compliance.



5%

Other duties as assigned by supervisor.

**Essential Qualifications:**

To perform this job successfully, an individual must be able to perform each key duty satisfactorily, and demonstrate the following:

- Minimum of six years of professional experience.
- Education equivalent to Bachelor's Degree or higher; marketing, tourism or related field a plus.
- Fundamental knowledge of Web development, more advanced knowledge a plus.
- Competence and experience with content management systems. Drupal experience is an advantage.
- Working knowledge of web analytics tools and reporting, especially Google Analytics. Strong quantitative, analytical, and problem-solving abilities, including the ability to turn data and insights into online marketing initiatives.
- Budget and project management experience.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.
- Strong written and verbal communication skills and ability to effectively build rapport with diverse global team.
- Some travel may be required.

**Compensation:**

In addition to a competitive salary, Visit California offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, 401(k) plan, parking and much more!

**How to Apply:**

Please send your cover letter, resume, two (2) writing samples and salary requirements via e-mail to Sacramento Staffing Agency, [help@sacramentostaffingagency.com](mailto:help@sacramentostaffingagency.com).

Visit California has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy or reasonable accommodation.