



Digital Marketing Manager

THE SELECTED CANDIDATE(S) WILL BE EMPLOYED THROUGH THE NEW SMYRNA BEACH AREA VISITOR'S BUREAU

Interested candidates, please send resumes to Debbie Meihls at Dmeihls@VisitNSBfla.com

The New Smyrna Beach Area Visitor's Bureau seeking a Marketing Specialist/Digital Manager. This position is in New Smyrna Beach, Florida, and will be responsible for researching, developing, and implementing digital marketing programs.

MAJOR FUNCTIONS:

ILLUSTRATIVE DUTIES:

(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position.)

- Creation of video content for YouTube page, website, and other marketing platforms. Develop videos with resources; video segments for website/mobile and other, edit pre/postproduction and upload to digital agency, all videos taken in-house, and with/from partners.
- Must know editing software's and use of iPhone videos, go-pro, any other tools to take and edit video for use on websites, and social media.
- Digital content creator, storyteller for digital platforms.
- Knowledge of podcasting, Vlogs, Blogs, and other social and video software and tools.
- Software: Must know Microsoft office suite, and most major software: Adobe, Hub Spot a must. Hub Spot is used for CRM and CMS and partner outreach, position requires Hub Spot skills. Manage monthly leads from promotions and advertising and place into software databases. Work with the team to ensure data and ROI tracking. Monthly board report generation.
- Work with Cision, Hubspot, Asana, Smart Sheets, and Microsoft office suite products.
- Manage, Coordinate promotional projects with advertising manager and staff. Weekly calls, meetings as necessary.

- Manage status of projects, weekly status reports to CEO, coordinates projects details with staff and be liaison to digital agency on behalf of office. Weekly calls, meetings, and deadlines as necessary.
- Office Liaison to manage status of mobile application with web team. Support tickets, content, image, and digital asset updates.
- Works with advertising manager and advertising agency as necessary to implement and make updates to e-books on: Sports, Weddings, tour operator booklet, Pet Friendly, Weddings, Arts & Culture, Fishing, Meetings and Events. Updates e-brochures with visuals and content as necessary.
- Oversee our cloud-based image warehouse to work with website, and other mobile applications. Upload new images, videos as necessary.
- Implement, Coordinate and Manage quarterly partner meetings/educational resources with advertising manager and communication manager. Educate on industry trends, best practices, resources and getting results.
- Implement, monitor Slack software, Microsoft teams and zoom software.
- Manage and grow Sustainable Tourism program and apply to all digital assets. Assist in development of online tools and encourage participation of industry and stakeholders. Works with advertising manager, communication manager and CEO.
- Manage and update Google Analytics, Google My Business, Google Ads, and all other tracking/analytics software.
- Manage, update partner websites with our assets as needed.
- Manage and oversee all audio visuals in office, computers, and tv monitors for meetings as our team needs.
- Liaison with the IT Vendor for servers and all other software renewals, support tickets etc.
- Oversee and manage ADA and Privacy policies on website, mobile site.

MINIMUM REQUIREMENTS:

Bachelor's degree in Public Relations, Marketing, Advertising, Communications, or related field, and two (2) years of experience in marketing, public relations, advertising, or tourism or related field.

Must possess and maintain a valid Florida driver's license.

A comparable amount of education, training, or experience may substitute for the minimum qualifications.

KNOWLEDGE, SKILLS & ABILITIES:

- Knowledge of strategic market-oriented planning processes.
- Knowledge of skills and responsibilities of a public information officer.
- Knowledge of skills and responsibilities of a print or television news reporter - writing, editing, and on-camera talent.
- Knowledge of skills and responsibilities of a public relations practitioner.
- Ability to develop marketing and public relations strategies.
- Ability to meet time-sensitive deadlines.
- Must be able to travel.
- Skilled in crisis communication.
- Ability to work under stressful conditions.
- Ability to interact effectively with others.
- Must be able to relocate to other county locations based upon operational needs.

ADA REQUIREMENTS:

Physical Demands: Ability to see, hear, talk finger dexterity. Ability to lift, carry, push and/or pull 15 pounds (e.g. tables, chairs, pop-up tents), bend, reach, and kneel. Visual acuity (e.g. depth perception, peripheral vision) necessary to operate a motorized vehicle.

Environmental Demands: Primarily inside work with occasional exposure to heat, wind, cold, and/or humidity.

Mental Demands: Ability to read and comprehend technical and professional manuals and journals; reports, summaries, memos and letters. Ability to perform advanced mathematical functions including statistics and ratios. Analytical ability to devise programs, plans and ideas from statistical information. Ability to speak publicly and extemporaneous, conversant in theories and techniques of discipline. Ability to write pamphlets, brochures, media materials.