

DIGITAL MARKETING & DESIGN MANAGER

REPORTS TO: SENIOR DIRECTOR OF MARKETING & PUBLIC RELATIONS

DEPARTMENT: MARKETING, PUBLIC RELATIONS & PROGRAMS

GENERAL DESCRIPTION

As a member of the Marketing team, the Digital Marketing & Design Manager manages a wide range of marketing processes and projects at Cobb Travel & Tourism, with special emphasis on our brands, including the Cobb Sports Alliance and Cobb Arts VIBE. This person interacts with all of Cobb Travel & Tourism's departments to ensure the collateral and other communications reflect the brand of the destination accurately. He/She will drive a cohesive graphic visual language that supports the direction of Cobb Travel & Tourism and Cobb Travel & Tourism's design philosophy. He/She will manage Cobb Travel & Tourism's social presence and content on all social platforms and website. He/She will also perform a range of marketing duties related to the daily operations of the marketing department.

SPECIFIC DUTIES

DIGITAL MARKETING

- Create and manage paid and organic content for social media platforms including Facebook, Twitter, and Instagram
- Partner with incoming trade shows and local businesses/organizations to identify opportunities for social media contests and giveaways
- Track, measure, analyze, and report monthly social media KPIs
- Manage the organization's unique visual content platform, Crowdriff LENS, to connect with the local and tourist community on social media
- Coordinate timely and effective information dissemination through all social media platforms.
- Create and maintain social media strategies to drive traffic to social media outlets.
- Manage web content, ensuring information is displayed correctly and effectively on www.travelcobb.org and other community sites.
- Maintain search engine optimization.
- Research, evaluate and implement appropriate promotional programs to attract users to the website including hyperlinks and cooperative partnerships.
- Track ROI's for all social and web promotions/exposures/listings/advertisings, etc.
- Create all electronic communications.
- Write content for monthly reports, e-newsletters, blogs, annual report and printed materials.
- Responsible for creating community presentations through Prezi.com
- Take photos at CT&T's events, promotions and at partner attractions. Maintain photo database.
- Attend CT&T sponsored promotions and events.
- Coordinate with the team on promotional activities including National Travel & Tourism Week, Cobb Restaurant Week, Cobb Hospitality Industry Forecast, and Annual Meeting.
- Work with Senior Director of Marketing & Public Relations to ensure the proper marketing of each event.

DESIGN

- Responsible for the management of design for Cobb Travel & Tourism. Such responsibilities will include but are not limited to: establishing and maintaining the graphic direction for each functional area and project, producing original artwork, establishing the production timeline and coordinating conception through delivery.

- Design communication tools to be used internally which may include templates, reports, board and sales meeting tools all of which support the brand image as well as the respective team initiatives.
- Provide art direction, communication and management of co-op marketing projects and freelance artists when necessary.
- Collaborate with Sales Team in preparing sales bids and meeting presentations.
- Maintain photography and logo library.
- Assist with publications' copy writing.
- Accomplishment of all other tasks as directed by the Senior Director of Marketing & Public Relations or President & CEO.
- Be responsible for meeting budgets throughout the year
- Maintain confidentiality when required.
- Performs other related CT&T tasks as assigned.

MINIMUM QUALIFICATIONS

- College degree in marketing, public relations, communications or related field required.
- Marketing background and expertise.
- Creative, results-oriented, driven professional who works well independently or in a team.
- Demonstrates foundational writing ability and intimate knowledge of social media platforms.
- Must be proficient use of Facebook, Twitter, Instagram, Prezi, Pinterest, You Tube, Microsoft Word, Microsoft Excel and Prezi and PowerPoint programs.
- Basic understanding of the budgetary process.
- Experience with Adobe Creative Suite.
- Self-starter with strong organizational skills.
- Ability to maintain a flexible schedule.
- Attention to detail.
- Ability to communicate effectively, verbally and written, with a wide variety of people.
- Excellent telephone etiquette and skills.
- Ability to respond positively to negative feedback.
- Ability to manage multiple priorities and meet deadlines.
- Excellent problem-solving skills.
- Ability to work and concentrate on the tasks at hand in various work environments.

The job and budget responsibilities as presented here may change from time to time as situations warrant. Should additional duties be identified for this position, the direction of the President & CEO will be utilized. Review and modification to this position will be at the discretion of the Senior Director of Marketing & Public Relations and/or the President & CEO.