

<b>Job Title:</b>	<b>Senior Digital Marketing Manager</b>
<b>Department:</b>	<b>Marketing</b>
<b>Reports To:</b>	<b>Chief Marketing Officer</b>
<b>FLSA Status:</b>	<b>Exempt</b>
<b>Supervises Others:</b>	<b>Yes</b>

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### **JOB SUMMARY:**

The Senior Digital Marketing Manager holds responsibility for the DMO's digital marketing program of work for Visit Huntington Beach, including projects, channels, promotions, deliverables, and results. The position manages the day-to-day implementation of a fully integrated digital marketing strategy, developed in collaboration with the Chief Marketing Officer, marketing team and supporting agencies. The incumbent takes lead responsibility for all digital marketing projects, including digital paid space, owned, and social media channels. Working in a team environment, the incumbent ensures an efficient and effective program execution and results reporting system for Visit Huntington Beach.

The position works under the direction of the Chief Marketing Officer of *Visit Huntington Beach* and is expected to work independently with limited supervision to insure the work plan delivers the targeted number of visitors each year, along with other qualitative and quantitative deliverables. The incumbent assists in the Bureau's short-range and long-range marketing plan activities. The position manages the direct report of Marketing Content & Creative Services Manager.

### **JOB DUTIES AND RESPONSIBILITIES:**

#### **Strategic Planning:**

- Conduct an annual review of VHB's digital footprint and programs, in collaboration with VHB's Director of IT as well as supporting agencies, benchmarking both successes and weaknesses, and analyzing results to generate strategic recommendations for areas of improvement and opportunity, along with a fresh look at updates to long term strategies.
- Develop a year-round digital brand content strategy for VHB's entire digital footprint in collaboration with the CMO, marketing team and agencies. Manages and directs implementation with the team on a day-to-day basis.
- Develop an annual written digital marketing plan and budget, in collaboration with the CMO, marketing team and agencies.
- Develop innovative new digital channel marketing and communications strategies for VHB, and oversee their implementation and management. Special focus areas include: new responsive website, way finder system

integration, mobile marketing, and cooperative digital promotions.

### **Project Management:**

- Supervise and manage the day-to-day implementation of VHB's digital marketing strategy through hands-on project leadership and management.
- Day-to-day project lead on VHB's responsive website, [www.SurfCityUSA.com](http://www.SurfCityUSA.com), and its supporting CMS, content, and SEO/ SEM programs.
- Manage the year-round "always on" digital paid space and owned media brand campaigns (SEO, SEM) as well as seasonal, event, and vertical market promotions across all markets: leisure, meetings & group, travel trade, film and sports segments in both domestic and international geo-markets, to drive website visitation and engagement.
- Project lead on execution of VHB's comprehensive e-mail and social media campaigns and projects.
- Manages the planning and executional work of the social media marketing team and support agencies to deliver a content calendar, updated quarterly, that integrates and supports the overall brand content strategy and themes. Works with the social media team to provide guidance and strategic direction on an ongoing basis.
- Works closely with VHB's sales team, enabling them to meet their objectives by taking the project lead in development of digital marketing microsites, online tools, presentations and sales materials, e-communications, and mobile marketing projects for meetings and conference, film, travel trade and sports markets.
- Develops and manages VHB's data mining strategy and programs with a focus on growing a tribe of enthusiastic, engaged brand loyalists.
- Support local advocacy digital and video communications projects.

### **Analytics, Reporting and KPIs**

- Measures and reports performance of all marketing campaigns, and assess against goals (KPIs and ROI).
- Primary responsibility for VHB's dashboard metrics system including monthly dashboard reports for senior management and board presentation.
- Develop quarterly, annual and long term trend analysis reports. Optimize spend and performance based on insights. Work with CMO, agencies and staff to support travel consumer/ user research.

### **IT and Systems**

- Serve as "go to" lead for internal project management software and system,

- Teamwork, including managing ongoing staff training and support.
- Work collaboratively with Director of IT and Visitor & Partner Services to smoothly manage VHB's internal software and systems
  - Ability and experience in mentoring and training less experienced staff.

## **REQUIREMENTS OF THE ROLE**

- Proven track record of success in digital marketing role, with strong verbal and written presentation skills. Proficient in current database, HTML, CRM/CMS, social media, business and DMO management software.
- Strong experience in project management, and proven track record of success in managing teams.
- *Prior marketing agency digital project management experience a strong plus, as well as prior DMO industry experience.*
- Active listening skills required.
- Proactive rather than reactive project management required. Timeline development and management.
- Confident, goal-oriented, and nimble manager with collaborative, team building experience and management style.
- Open communicator with positive, can-do attitude.
- Desire to grow career with a small, dynamic team.
- Curious minded, with an interest in learning as well as helping our team members learn and grow.
- Appreciation and respect for diversity of people, viewpoints and communication styles within a small team work environment where egos are on the back burner.
- Experienced design and branded content sensibility.
- Provide thought leadership, with ability to spot original branding opportunities and emerging technologies.
- Situational problem solver, including embracing non-traditional ideas and challenges.
- Solid knowledge of website analytics tools, A/B and multivariate testing, ad serving tools, and optimizing Google Adwords campaigns.
- Ability to manage multiple projects and deadlines at once, juggling both independent and team projects, with confidence, flexibility and relative

unflappability.

- Comfortable making periodic board and stakeholder presentations.
- Sense of humor; zeal for life and the destination.

Reports to: Chief Marketing Officer

Manages direct report of: Marketing Content & Creative Services  
Manager

**EDUCATION and / or EXPERIENCE:**

- A bachelor's degree in marketing, communications, journalism, or similar degree is required.
- Prior related work experience of at least 4 years of digital marketing experience is required, preferably including digital marketing agency experience.
- Travel industry marketing and/or overall communications program management a plus.
- Familiarity or experience with a Destination Marketing Organization or Convention and Visitors Bureau, or travel-related marketing and PR/communications would also be very beneficial to the position.
- General knowledge of Huntington Beach and the region including hotel properties, attractions and amenities is a plus.

**COMPUTER & EQUIPMENT SKILLS:**

- Microsoft Office Suite
- E-mail
- Social media platforms
- Internet software, HTML and Javascript working knowledge with programming experience preferred
- CRM/CMS
- Budget and project management software
- Dashboard reporting experience preferred
- Use typical office equipment (computers, fax, phones, copiers, audiovisual, iPads)

**SUPERVISORY:**

- Provide exceptional marketing team leadership for staff and to ensure that all divisions within the department are working in an effective and coordinated way. Directly or indirectly supervises one (1) employee: Marketing Content & Creative Services Manager
- Leads and motivates team members to meet goals and deadlines.
- Promotes highest quality work and ethical standards at all times.
- Performs supervisory duties and completes needed documentation timely and equitably.
- Develops team members including providing for cross-training.

### PHYSICAL DEMANDS

AMOUNT OF JOB TIME	NONE	UNDER 1/3	1/3 – 2/3	OVER 2/3
Standing			X	
Walking			X	
Sitting				X
Using hands to finger, handle, or feel (including equipment, simple tools and computer operation)				X
Reaching with hands and arms		X		
Climbing stairs, using ladders		x		
Stooping, kneeling, crouching, or crawling		x		
Talking and hearing	Clear speech and good hearing both face to face and on the phone; hears well in noisy social environments			
Tasting and smelling		X		
Seeing	Clear vision at 20 inches or less with or without corrective lenses; vision sufficient to drive motor vehicles safely with or without corrective lenses day and night			
Lifting	<b>Must be able to lift and carry up to 40 pounds without assistance and to transport VHB equipment and materials to various external programs.</b>			
Work Environment and Exposures	Work is performed in an office environment as well as public venues; exposed to travel environments; no special exposures			

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**ADDITIONAL:**

- Works evenings and weekends as needed; attends numerous community and company functions and events
- Uses personal vehicle to drive to meetings and events day and evening; maintains clear driving record, valid California driver license and required vehicle coverage
- Able to travel independently to domestic and international destinations via commercial airlines.

**ACKNOWLEDGMENT:**

I, (print name) \_\_\_\_\_  
have read and understand the above job description and agree to comply with and be subject to its conditions. I understand that the Company reserves the right to delegate, remove, expand or change any and all responsibilities listed above and will inform me of any such change. In addition to the job duties above I agree to abide by the Company's policies contained in the Employee Handbook or other policy documents provided to me. I certify that I can perform the duties of this position with or without an accommodation.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Visit Huntington Beach is an equal opportunity employer and does not discriminate against otherwise qualified applicants on the basis of race, color, creed, religion, ancestry, age, gender, sexual orientation, marital status, national origin, gender identity, disability, handicap, veteran status or any other category protected by law.*