



Digital Marketing Manager Visit Vacaville

Company: Visit Vacaville

Job Title: Digital Marketing Manager

Reports to: President & CEO

Visit Vacaville is a non-profit organization tasked with marketing the City of Vacaville as an overnight tourist destination. We are the city's official destination marketing organization.

Position Overview

We are looking for a dynamic, self-motivated individual with experience and skills in social media, web content management, writing and editing for the web, and site management.

The Digital Manager will be responsible for maintaining and expanding the voice of Visit Vacaville in all aspects of the organization's online presence through writing, editing, proofreading, and publishing of site content, outreach campaigns, and marketing promotions. In addition, creating and posting engaging, relevant content to numerous industry websites and social media platforms will be required.

The Digital Manager will work closely with Visit Vacaville Staff, Vacaville Hoteliers and Partners, so strong communication skills are needed. The ideal candidate will also have experience managing online marketing and outreach campaigns. Tasks require a strong attention to detail and ability to work under tight deadlines. The Digital Manager reports to the Director of Marketing.

Essential Job Functions

- Manage social media content on numerous platforms
- Create, develop and manage content for Visit Vacaville's web presence (requires working with content management software)
- Maintain a consistent look and feel throughout all web properties
- Copyedit and proofread all web content
- Keep current with emerging web technologies and social media marketing trends
- Track and report on all site and social media metrics
- Work cooperatively with staff and stakeholders
- Regular reviews of analytics

Position Requirements

Qualifications & Experience

- Passion for Social Media & Analytics
- Exceptional writing, communication and organizational skills
- Ability to manage multiple projects in a fast-paced, deadline driven environment
- Proficient with Microsoft Office products
- Use of Facebook, Twitter, YouTube, Instagram, and other Social Media Platforms
- Functional knowledge of HTML
- Knowledge of SEO (search engine optimization) techniques and best practices
- Knowledge of Google Analytics
- Passion, Integrity, Energy!

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Salary

Full Time Position (40 hours per week). Hourly rate commensurate with experience. Range: \$19.00 -\$21.00 per hour.