



HUMAN RESOURCES DEPARTMENT

POSITION DESCRIPTION

TITLE:	Digital Marketing Manager	LAST UPDATED:	9/13/2016
DEPARTMENT:	Convention & Visitors Bureau	JOB CLASS:	145
REPORTS TO:	Director of Marketing and Communications	FLSA DESIGNATION:	Exempt

Summary: Under the general direction of the Director of Marketing & Communications, the Digital Marketing Manager is responsible for the content management of the Frisco Convention and Visitor's Bureau (CVB) website, including all search engine optimization and search engine marketing efforts, maintaining of listings on the customer relationship management system and all digital marketing efforts done through the CVB.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.

Essential Job Functions:

- Assists the Director of Marketing and Communications in the implementation of the CVB marketing plan.
- Assists the Director of Marketing and Communications in digital media planning.
- Serves as a contributing writer, photographer, videographer and layout artist for CVB electronic and print digital components, including the CVB internet site and CVB e-newsletters and blogs.
- Maintains all information on the Bureau's web site.
- Ensures that website content is consistent with Bureau's destination marketing campaign and refreshes web site content to ensure accuracy and timeliness of information and images. Designs and facilitates layout for electronic versions of CVB presentations.
- Trains and reviews requests, and inquiries submitted by CVB site users.
- Assists with the development of CVB social media plans, themes, programs and contests.
- Assists with promotions and social ad campaigns for the CVB.
- Creates systems and methods to grow engagement and traffic to the CVB website.
- Works with Sales department to build microsites for convention and sports group
- Assists Director of Marketing and Communications on all creative assets for digital marketing efforts.
- Assists in all online contests and sweepstakes; working with partners to obtain in-kind prizes for distribution.
- Designs and distributes all e-newsletters for all CVB target segments on a monthly basis
- Works with the CVB ad agency in maintaining the CVB e-newsletter database
- Analyzes statistical data related to CVB website and e-newsletter.
- Reports on analytics of social media efforts and digital advertising.
- Analyzes campaigns and translates anecdotal or qualitative data into recommendations and plans for revising social media campaigns.
- Monitors trends in website tools, applications, channels, design and strategy.
- Assists in working with all forms of media to help garner media coverage about Frisco and everything going on that involves the Frisco CVB.
- Assists in maintaining national, regional, state and local profile in the travel industry through associations, committees and marketing cooperatives.

Other Important Duties:

- Travels to attend tradeshow, meetings, conferences and training.
- May be required to attend special events and meetings during evenings and weekends, as needed.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.

Required Knowledge and Skills:

- Knowledge of City policies and procedures.
- Knowledge of web site design and administration and desktop publishing.
- Skill in public relations and communicating with a wide variety of people.
- Skill in establishing and maintaining effective working relationships with employees, management, outside agencies and the media..
- Skill in organizing work flow and managing multiple projects.
- Proficient in managing social media channels.
- Proficient in verbal and writing skills, including a command of grammar, usage and vocabulary.
- Proficient in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Adobe Creative Suites, Microsoft Word, Power Point, Front Page, Access and Excel.
- Ability to work under deadlines and stressful situations.
- Ability to define and resolve problems quickly and effectively.
- Ability to analyze and interpret general business periodicals, professional journals.
- Ability to write clear, concise reports and business correspondence.

Preferred Education, Experience, and Certifications:

- Bachelors Degree in Marketing, Communications, Public Relations, Journalism or related field plus two (2) years experience in tourism/destination experience **OR** equivalent combination of education and experience.
- Must pass pre-employment drug screen, criminal background check and MVR check.
- Must possess valid State of Texas Drivers License.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office setting, off site and at special events.

Physical Demands

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	X
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	X
Crouching – bending body forward by bending leg, spine.	X	Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	X
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.	X	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	X
Grasping – applying pressure to object with fingers, palm.		Talking 1- expressing ideas by spoken word	X
Handling – picking, holding, or working with whole hand.	X	Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	X	Visual Acuity 1 - prepare, analyze data, transcribing, computer terminal, extensive reading.	X
Hearing 2 – receive detailed information, make discrimination in sound.		Visual Acuity 2 - color, depth perception, field of vision.	
Kneeling – bending legs at knee to come to rest at knees.	X	Visual Acuity 3 - determine accuracy, neatness, observe facilities/structures.	

Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.	X	Visual Acuity 4 - operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	X	Visual Acuity 5 -close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling - use upper extremities to exert force, haul or tug.		Walking - on foot to accomplish tasks, long distances, or site to site.	X

Work Environment

Work performed is primarily:

(X = Primary type of work performed)

<i>Sedentary work:</i> Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.	
<i>Light work:</i> Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.	X
<i>Medium work:</i> Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.	
<i>Heavy work:</i> Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects	
<i>Very heavy work:</i> Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.	

Equipment and Tools Utilized:

Equipment utilized includes personal computer, copier, calculator, fax machine, and department vehicles.

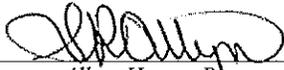
Approved By:



Marla Roe, Executive Director, Convention and Visitor's Bureau



Date



Shannon Allyn, Human Resources Generalist

09/22/2016

Date