

POSITION DESCRIPTION

The **Discover Kalamazoo Digital Communications Manager** will work as part of the Discover Kalamazoo team, under the supervision of the Director of Marketing and Communications, to provide assistance with all organizational communications in the areas of advertising and marketing. This position will be instrumental in updating and executing SEO/SEM best practices and developing, prioritizing, communicating and analyzing the strategic plan for digital media.

Duties & Responsibilities: highlights of the position description include the following:

- Manages digital communications plan:
 - Develops and maintains social media tools as appropriate to achieve organizational goals, including Facebook, LinkedIn, YouTube, Twitter, etc.
 - Develops and maintains an active presence on Discover Kalamazoo blog by contributing and optimizing content
 - Creates and analyzes Google Analytics, ranking reports and social analytics data to make recommendations to optimize website and social media content
 - Identifies, prioritizes and effectively executes on Search Engine Optimization (SEO) enhancement recommendations to improve traffic and performance of website
 - Communicates website and campaign performance, return on investment (ROI), makes recommendations for additional online strategies to increase conversion and growth
 - Generates monthly metrics reports and analysis that measure the impact of digital media and advertising on the overall marketing efforts
- Supports traditional advertising and marketing efforts:
 - Assists in writing promotional copy, design of ads and collateral material
 - Assists with the solicitation, compilation, editorial accuracy and partner inclusion in all Discover Kalamazoo publications and projects
- Supports Kalamazoo Tourism Ambassador Program efforts:
 - Participates in education and networking opportunities
 - Serves as liaison to current Ambassadors
 - Serves as Facilitator for training
- Coordinates public relations activities:
 - Writes and distributes media materials (including news releases)
 - Monitors and reports value of press coverage
 - Assists in coordinating special events, press conferences and familiarization tours
 - Maintains database of travel writers, editors and related media associations

Duties & Responsibilities (continued):

- Supports sales efforts through assistance with creating bid books, collateral material, presentations and all other tasks as they relate to the success of the sales team
- Assists with the production and distribution of Discover Kalamazoo e-newsletters
- Develops and fosters cross-promotional relationships within the community
- Attends key events for reporting and feature opportunities
- Assists with the ongoing design, content, architecture and partner training of the website.
- Assists with research, fact-checking, proofreading and editing as required
- Assists with maintaining an image library
- Compiles and solicits information for the calendar of events, including updating the website and publications
- All other duties as assigned by Director of Marketing & Communications

Preferred Requirements:

- Bachelor's degree in marketing, communications, or a related field
- One to three years related experience in the communications, marketing, public relations, or design field
- Knowledge of and proficiency in Facebook, Twitter, Instagram, Pinterest, Google+, YouTube and more
- Knowledge of social media and analytics software (HootSuite, Facebook Insights, Google Analytics, etc.)
- Design and web skills in Adobe, Photoshop, InDesign (or similar software), Final Cut and Constant Contact
- Experience in blogging and HTML (i.e. WordPress)
- Excellent writing, editing and verbal communication skills required
- Cultural, entertainment or tourism experience helpful
- Excellent computer skills and knowledge of office software
- Must be a creative and pro-active team member with enthusiasm for all areas of communications
- Able to manage multiple assignments in a fast-paced environment with changing priorities and deadlines
- Able to work under pressure with limited resources
- Able to respond in a timely manner to client and staff requests
- A commitment to accuracy, professionalism and creativity, superior organizational skills
- Knowledge of the destination and surrounding area
- Able to frequently lift, carry or otherwise move and position objects weighing up to 40 pounds
- Must have a valid driver's license and provide own transportation