



Position Title: Brand & Digital Marketing Manager

Company: Visit SLO CAL

Location: San Luis Obispo, CA

Functional Area: Marketing

Reports to: Vice President of Marketing

Employment Type: Full-Time Regular

Education Required: Four-Year Related Degree (or equivalent experience)

Experience Required: 5+ Years

Salary Range: \$65,000-80,000 annual salary plus benefits, DOE

Description of the Organization:

Visit SLO CAL (VSC) is the non-profit countywide destination marketing organization (DMO) for San Luis Obispo County. Its mission is to “Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.” Its goal is to promote San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. Visit SLO CAL works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, activities, local community destination marketing organizations and the state tourism organization, Visit California, to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county. For more information, visit SLOCAL.com

Position Description:

Are you a creative, strategic marketer?

Are you motivated, talented, driven, passionate and detail-oriented?

Can you smoothly switch gears from task to task in order to keep effective track of our projects and programs?

If so, the Brand & Digital Marketing Manager position at VSC presents an exciting opportunity for you. We will all work together to increase the awareness of SLO CAL as a destination -- you are vital to achieving this success!

Here's what your day will look like

Digital promotion is emphasized at VSC, and your job is to assist in the strategy and lead in the management of our owned and paid media programs, including those in the digital space. Using your best experience in marketing planning, you will develop and implement the Strategic Content Marketing Plan (SCMP), digital marketing programs and brand marketing campaigns. But you won't be all on your own! You'll need to work closely with our creative agency, media agency, content production contractors, website agency and other related contractors. While we work with numerous outside firms, your job is essential to cultivating these relationships on VSC's behalf and ensuring they are all working in sync. Internally, you will work with the VP of Marketing, the Marketing Coordinator and the Director of Communications to support our entire organization, from sales and membership to operations and executive management.

Who are you?

You have strong digital skills, think strategically and can turn analytics into insights.

You conjure creative solutions and have a strong interest in tourism!

Solid organization and communication skills are essential.

Must be a team player with an openness to feedback – we are a close-knit team that places high value on trust and continuous



improvement.

Core Responsibilities:

Agency Management:

- Manage VSC's relationship with Simpleview, our website, CRM and SEO agency. You will work with them on:
 - o Development, ongoing maintenance and performance of the consumer website
 - o Continuous improvement of the website's usability, design, content and conversions
- Manage the day-to-day advertising relationship with VSC's creative and media agencies to plan, execute and optimize VSC's paid media campaign
- Manage additional content and asset contractors as necessary to execute the SCMP

Digital Marketing Management:

- Work with the marketing team to develop, execute and optimize the SCMP, including:
 - o Content creation/production, including visual and video asset development, management, use rights, organization, etc.
 - o Content delivery, performance tracking, reporting and optimization through multiple channels: website, blog, social media, email marketing, etc.
 - o Integrate campaigns, strategies, tactics, assets and performance measures across earned, owned and paid media channels
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points and provide strategic insights for improvement
- Evaluate emerging technologies. Provide thoughtful leadership and perspective for adoption where appropriate, keeping the company at the forefront of developments in digital marketing and creative growth strategies

Brand Management:

- In collaboration with VSC agencies and marketing team, manage the execution of VSC's brand campaign, including:
 - o Assess, interpret and utilize data and analytics to inform campaign optimization and manage the relationship between paid and owned media
 - o Evaluate consumer research, market conditions and competitor data to inform campaign strategy, execution and continuous improvement
- Creative marketing development, including event marketing support, vendor/production management, etc.

General:

- Responsible for planning and budgetary oversight of paid and owned media
- Must be willing to travel occasionally for marketing events, professional development and/or agency collaboration (approximately 3-5 trips/year totaling 12-25 days)
- Workload often requires 50+ hours/week of work; Compensation package takes this into consideration
- Additional projects and tasks as needed

Required Skills/Experience:

- Four-year degree in marketing or related field
- Strong knowledge of and experience in managing digital marketing channels, including CMS, social media and email marketing, including analytics and optimization



- Solid knowledge of website analytics tools and optimization (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of digital marketing platforms (e.g., Adwords, Insights, DART, Atlas), HTML, CSS, and JavaScript
- Experience managing agencies and/or contractors on a long-term basis
- Strong analytical skills and data-driven thinking
- Exceptional interpersonal communication
- Current knowledge of marketing concepts, strategy and best practices, including the latest trends in online marketing and measurement
- Tech savvy with proficiency in Adobe Creative Suite, especially Photoshop and Illustrator, and in Microsoft Office Suite

Preferred Skills/Experience:

- Advanced degree in marketing or related field
- Experience and talent in video editing and graphic design, including infographic development
- Experience working with ecommerce, display campaigns and/or hotel booking engines (primarily Booking.com), including API management and analytics
- Previous experience in a similar digital marketing role, preferably in travel, tourism or hospitality
- Strong oral and written communication skills, including in public speaking/presentations

Desired Traits/Abilities:

- Detail-oriented, methodical and extremely organized work style
- Talent for tracking, multi-tasking and the ability to pivot quickly in a rapidly-changing environment
- Problem solving skills and ability to propose and direct successful solutions
- Ability to work autonomously, yet collaborate with others as needed
- Strong drive and a tendency to thrive in a very fast-paced, ambitious environment
- Professional, adventurous, positive and confident attitude

Visit SLO CAL, an equal opportunity employer, offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced and pleasant environment.