



Position: Digital Marketing Manager

Employment Status: Exempt/full-time/salary

Reports to: Director of Marketing and Communications

Salary: \$45,000 – \$50,000 + benefits including Health Insurance & 401K with company match

Supports eExplore Lawrence's mission of creating economic development through tourism by deploying digital marketing strategies. Managing partner information in owned and partner Customer Relationship Management (CRM) systems. Manage website content in the Content Management System (CMS). Managing social media and email marketing.

Responsibilities

- Research new and existing businesses and partners for information about new or changing visitor experiences
- Train and coach partners on the management of their data within eExplore Lawrence's partner portal
- Develop and produce regular reports to keep team members updated on eExplore Lawrence's offerings, contacts, and system management reports
- Through the CMS, add and edit blogs, edit existing page structures and create new pages within the website to meet the content needs to be defined by team members.
- Provide information to third-party websites
- Create and deploy content on eExplore Lawrence's social media and assist with paid advertising on social media channels
- Manages email marketing lists, distribution of emails, and the measurement of efforts
- Work with team members to develop content for industry communications and meetings
- Be a visible presence in the community to aid in the development of new partnerships between businesses, community organizations, and eExplore Lawrence
- Maintain performance metrics relative to goals and analyze data for making decisions
- Participate in appropriate local, state, and national organizations, growing existing and fostering new partnerships, and pursuing professional development opportunities.



Required Skills and Experience:

- Four-year degree in marketing, communications, or related field and/or 4+ years of related professional experience
- Experience with Content Management Systems, email marketing systems, and other marketing technologies
- Ability to manage multiple projects effectively
- Strong oral and written communications skills

Desired Skills and Experience:

- A go-getter who takes pride in a job well done
- Database experience
- The ability to practice patience and persistence while training partners
- Experience in the tourism/hospitality industry
- Detail-oriented, methodical, and organized work style

The above is intended to describe the general content for the performance of this position. It is not to be construed as an exhaustive statement of responsibilities and duties.

Please send a cover letter and resume to Kim Anspach: kanspach@explorelawrence.com

Resume review will begin June 21. Resumes will be accepted until the position is filled.