



JOB DESCRIPTION

TITLE: Digital Marketing Specialist

REPORTS TO: Chief Marketing and Communications Officer

FLSA STATUS: Exempt [X]

SUMMARY:

The Digital Marketing Specialist is a full-time, exempt position who will work to grow the Great Rivers & Routes Tourism Bureau's digital presence focusing on engaging and retaining visitors and potential visitors. The position supports the organization's role of destination marketing by developing content, strategy, managing content calendar, and posting on all social media channels, including Facebook, Instagram, Twitter, LinkedIn, and Pinterest; its Customer Relationship Management (CRM) system; developing and modifying the database structure and content to maximize the efficiency and effectiveness of the organization; updating the enjoyillinois.com listings and events for Great Rivers & Routes in the TOMS system; under the guidance of the Chief Marketing & Communications Officer developing and managing its website page structure including special landing pages and/or micro-sites; working with Great Rivers & Routes Tourism Bureau's Chief Marketing & Communications Officer to increase the effectiveness of the website user experience; and managing online advertising.

This role works across internal teams, external agencies, and vendors to identify the capabilities and technology that will best deliver the destination message to target audiences while increasing the brand authority within the digital ecosystem to keep Great Rivers & Routes Tourism Bureau at the forefront of leisure, business, meeting, and sports tourism travelers through usability, discoverability, destination appeal, and monetization initiatives.

This position will also ensure the Great Rivers & Routes Tourism Bureau brand and message is visually consistent and clearly communicated to visitors, the travel industry, partners, and the community.

DESIRED SKILLS/EXPERIENCE/QUALIFICATIONS:

- Exceptional writing, editing, and proofreading skills with attention to detail and personality.
- Ability to work independently as well as with team members.
- Strong sense of time management with the ability to take initiative, work well under pressure, and meet deadlines.
- Strong customer service skills and the ability to communicate politely and effectively.
- Strong understanding of current digital marketing concepts, strategies, best practices, and trends; with an interest to implement new ideas and stay up to date with relevant information.
- Demonstrated experience as a power user of back-end online technology.
- Basic knowledge of database structure
- Demonstrated experience working in a team environment with other specialized team members completing projects and achieving desired results.
- The ability to practice patience and persistence for partners while maintaining high expectations for one's own performance.

REQUIREMENTS:

- Bachelor's degree in Marketing, Communications, or related field preferred.
- Minimum of 2 years of experience in digital marketing, social media, or related areas.

- Ability to prioritize, multi-task, and problem-solve simultaneous projects with multiple deadlines.
- Copywriting, verbal communication, and project management skills required.
- Strong attention to detail
- Advanced knowledge of the Great Rivers & Routes Tourism Bureaus hospitality industry, with an emphasis on partners' products and services.
- Ability to understand basic industry terms and trends in marketing, communications, and digital marketing initiatives.
- Organized, self-starter with good time management skills.
- Flexibility to carry out responsibilities on evenings or weekends, and to travel as needed.

COMPENSATION:

- Competitive compensation package.
- Annual salary based on experience.

Send resume and qualifications to:

Cory M Jobe, President/CEO-Great Rivers and Routes Tourism Bureau
cjobe@riversandroutes.com or call 217/622-9630