



Opening Date: 11/7/2017  
Closing Date: Open Until Filled

## **Vacancy Announcement #02-18 DIGITAL MARKETING MANAGER**

**SALARY: NEGOTIABLE**

**DC Residents Preferred**

### **SUMMARY DESCRIPTION**

This position will be responsible for implementing and executing content marketing and digital strategies based on the department's needs, while incorporating the latest social and digital media trends for each line of business (Conventions and Meetings, Sports and Entertainment and Special Events). This position will also help manage and execute the design and production of print and web content based on concept, strategy and direction. Additionally, the position will work effectively with cross functional partners to provide creative concepts to ensure a consistent look and feel of the brand.

### **EXAMPLES OF WORK ASSIGNED**

The omission of specific statements of duties does not exclude them from the work assigned if the work is similar, related, or a logical assignment.

- Manage the creation and execution of all social platforms and website content
- Accountable for all content marketing initiatives to drive traffic, engagement and leads
- Oversee the development and creation of in-house marketing and advertising collateral
- Responsible for digital marketing analytics – which could include Google analytics, email marketing campaigns, CRM platforms and deliver insight and recommendations to monitor, measure and optimize efforts
- Manage external relationships including technology vendors, creative/digital agency and social influencer relationships
- Assist with developing social media strategy
- Support content writing across various digital channels including website, social and email marketing campaigns
- Ability to edit in content management systems (CMS)
- Oversee the creation of a digital content calendar
- Expert level experience with social media best practices
- Ability to creatively conceptual, storyboard and design marketing and web content
- Ability to produce compelling content – which may include editing short vignettes and creating info graphics
- Conceptually design and format communications and marketing department collateral – which could include but not limited to newsletters, e-blasts, event promotions and email campaigns
- Create, oversee and regularly monitor all social media platforms and report on findings and brand best practices
- Support the communications and marketing team on all communications and marketing initiatives

### **SKILLS, KNOWLEDGE AND ABILITIES**

- Expert in Microsoft Office Suite – including PowerPoint
- Expert in Adobe CS6 Creative Suite – including Photoshop, InDesign and Illustrator
- Experience in social media platforms, such as Facebook, Twitter, Instagram and YouTube
- Knowledge of content management systems (WordPress, HTML or Drupal)
- Experience using Google Analytics and Google AdWords
- Knowledge of Final Cut Pro



### **ADA ESSENTIAL FUNCTIONS**

- Ability to read instructions, directions, letters, memos and other written materials.
- Ability to converse orally and utilize standard telephones and two-way radios to receive and communicate information with staff and clients.

### **CORE COMPETENCIES (FUNCTIONAL MANAGER)**

- Financial Awareness
- Strategic Thinking
- Project Management
- Operational Effectiveness
- Job Knowledge and Technical Expertise

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in marketing/communications or design/web-related discipline
- Masters' degree preferred
- At least 3-5 years of related digital marketing/design experience with an understanding of marketing fundamentals – including strategic development, creative storyboarding and digital advertising efforts
- Excellent writing and organizational skills; strong analytical skills
- Ability to multi-task and prioritize projects

software.

### **DESIRABLE QUALIFICATIONS**

- Professional certification (CMP) preferred but not required.
- Attended VMS/Oglebay preferred but not required.
- CMP Certification, preferred but not required.

**In an effort to protect our environment from paper waste all candidates must apply on-line on our website:**

**<http://careers.wcsa.com/employment/application.aspx>**

**Computers are available in the Human Resources' lobby for on-line application purposes**

**Mondays-Fridays, 8:30am to 5:30pm.**

**Washington Convention & Sports Authority**

**Human Resources Department**

**801 Mount Vernon Place, NW**

**Washington, DC 20001**

**All candidates will be considered without regard to race, color, religion, sex, age, national origin, marital status, disability or sexual orientation.**