



Opening Date: 11/5/2018  
Closing Date: Open Until Filled

## **Vacancy Announcement #02-18 Digital / Marketing and Social Media Manager**

**SALARY: NEGOTIABLE**

**DC Residents Preferred**

### **EVENTS DC**

#### **Engage, Excite, Entertain.**

Events DC is the face of conventions, sports, entertainment and cultural events within our nation's capital. As the official convention and sports authority for the District of Columbia, Events DC leverages the beauty, history and diversity of the most powerful city in the world to attract and promote an extensive variety of events, resulting in amazing experiences for residents and visitors alike, and generating economic and community benefits for the city.

Our success comes by focusing on divisions that reflect three lines of business: Conventions and Meetings, Sports and Entertainment, and Special Events, where we make a range of strategic investments in the region's marquee sports, entertainment and cultural properties. Each division is driven by the desire to bring stellar events to Washington, DC by providing superior customer service to our clients and visitors.

### **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
- 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

### **REQUIREMENT**

- All positions require candidates to successfully complete our background screening process

**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 Labor and Contractor Office (Access Control) at 1116 7th Street NW  
Monday – Tuesday and Friday – 7:00 a.m. – 11a.m.  
Wednesday and Thursday – 8:30 a.m. – 3:00 p.m.

**Washington Convention & Sports Authority T/A Events DC  
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.**