

## RICHMOND METROPOLITAN CONVENTION & VISITORS BUREAU

### Job Description

June 2010

**Job Title:** Electronic Marketing Manager  
**Reports to:** Director of Marketing  
**Direct Reports:** None  
**Pay Grade:** 19 Salary Range (\$29,240 - \$43,860)

#### POSITION SUMMARY

The Electronic Marketing Manager is responsible for extending the Richmond Region brand through website and digital marketing activities and initiatives. These include, but are not limited to, creating and executing marketing and promotions via email and the Internet as well as managing [www.VisitRichmondVa.com](http://www.VisitRichmondVa.com), the Region's official tourism web site, and additional online presences. The Electronic Marketing Manager will play a vital role in RMCVB's social media presence including assisting with strategy and executing a variety of tactics.

#### MAJOR JOB RESPONSIBILITIES:

1. **Web site management: VisitRichmondVa.com and Community/Special Sites**
  - Develop, implement and manage a master content calendar for all web marketing initiatives to insure freshness and accuracy of content
  - Create new content for the site including targeted landing pages, special niche market sections, etc. using CMS
  - Manage expansion and improvements to the site outlined by internal web team in conjunction with outside vendor
  - Manage outside vendor in handling of programming, technology and design aspects of site
  - Evaluate and improve the effectiveness of online marketing initiatives using metrics such as site rankings and web traffic patterns in consultation with outside vendor and web team
  - Train and assist other internal RMCVB users who update their site areas
  - Ensure content, messages and tone of information is carried to the Web site in a manner that corresponds to other print and interactive media
  - Work with Vice President and Director of Marketing on supporting community/special sites including [OntoRichmond.com](http://OntoRichmond.com), [HistoricRouteOne.com](http://HistoricRouteOne.com), [Henrico400th.com](http://Henrico400th.com) and others as assigned
  
2. **Web site management: RichmondInsideOut.com**
  - Regularly post and include images and video
  - Review outside posts
  - Prepare monthly traffic reports
  - Select a weekly prize winner
  - Manage outside vendor in handling of programming, technology and design aspects of site

### **3. Social Media**

- Serve on RMCVB's social media task force
- In collaboration with the Director of Marketing execute a variety of social media tactics including management of the Region's Facebook page, Twitter, Flickr account and YouTube presence

### **4. Mobile Marketing**

- Assist in development of a mobile app in collaboration with Vice President and Director of Marketing
- Manage and update mobile web site

### **5. Email communications and marketing:**

- Produce monthly e-newsletter, River City e-News to the local hospitality community
- Assist with production of semi-regular e-newsletters to the media and tour operators
- Produce electronic event invitations
- Oversee outside vendor in production of monthly consumer email to include segmentation by interest

### **6. Manage and expand RMCVB's digital/video image library.**

- Provide access to RMCVB's images as appropriate
- Update and expand library content
- Outreach to local photographers to share images
- Serve as in-house photographer/videographer for RMCVB events

### **7. Deliver quality service to internal and external customers**

- Provide timely and efficient support to internal customers (marketing, sales, convention services)
- Provide timely and efficient support to external customers (local industry, meeting planners, visitor groups and tour planners);
- Focus on customer needs and delivering on commitments;
- Demonstrate responsiveness to customers through courtesy, helpfulness, timeliness and providing accurate, relevant information in response to requests;
- Demonstrate professionalism and competence and communicate effectively.

## **OTHER RESPONSIBILITIES**

1. Identifying, evaluating, and applying tools such as forums, blogs, email campaigns, and other collaborative tools, as well as new and emerging tools, to achieve measurable improvements in online communications effectiveness
2. Attend conferences and training as appropriate
3. Related duties as assigned

## **BACKGROUND AND EXPERIENCE**

Bachelor's degree in interactive media, marketing or communications

Two-three years experience in web site and email marketing, web site development and social media

Experience in copywriting for websites  
Experience in the travel/hospitality industry is useful  
Strong photography skills preferred  
Some technical web programming background preferred, but not required as vendor expected to do technical programming  
Working knowledge and understanding of the Richmond Region travel product preferred

**COMPETENCIES, SKILLS AND OTHER REQUIREMENTS:**

Comfortable with internet communications and publishing tools and protocols  
Demonstrates knowledge of marketing fundamentals, content creation and integration, E-commerce, marketing promotion and campaign development  
Ability to set and meet multiple and simultaneous deadlines  
Attention to detail  
Demonstrates effective oral and written communication skills; listens effectively  
Strong organizational skills with the ability to prioritize and plan strategically  
Creativity  
Ability to work with others and facilitate problem solving  
Ability to deal with stressful situations  
Flexibility to adapt to changing conditions and requirements  
Self starter with initiative  
Ability to monitor and “stay on-top”  
Ability to follow-up and follow through  
Team orientation  
Demonstrates proficiency regarding routine creative and technical computer applications, such as MS Word, MS PowerPoint, and MS Excel  
Fundamental knowledge of HTML, JavaScript and content management systems  
Fundamental knowledge of Web site usability and Web best practices  
Expert knowledge of new and social media vehicles (blogs, wikis, Facebook, mobile apps, etc.)  
Experience working with Photoshop and Flash is a plus