



## Warren County Convention & Visitors Bureau

### Digital Content Manager

Reports to: Director of Marketing

#### Organization Description:

The Warren County Convention & Visitors Bureau (WCCVB) is a professional destination marketing and management organization committed to economic growth by increasing overnight and year-round visitors to Warren County, Ohio. Tourism is the leading industry in Warren County, with 11.89 million annual visitors spending nearly \$1.2 billion and supporting 12,244 tourism-related jobs.

#### Summary:

The Warren County CVB is seeking a Digital Content Manager to oversee the organization's digital efforts.

#### Duties and Responsibilities:

- Overall website design components - oversee day-to-day functionality and content development of the website, evaluating and recommending current and emerging technologies to keep the web site attractive and effective
- Search engine marketing - oversee search engine marketing and manage SEO to maximize website traffic (paid and organic)
- Maintain databases including content management (CMS) and customer relations management (CRM) systems
- Manager interactive/digital agency deliverables
- Consumer e-newsletter distribution
- Monitor trends, and make recommendations to continually improve programs to meet marketing goals
- Track results on a weekly and monthly basis and submit a board report on digital marketing efforts
- Maintain a well-informed working knowledge of area attractions, events, festivals, retail, restaurants and accommodations

#### Requirements:

- Bachelor's Degree or equivalent experience
- 2+ years of experience preferred
- Experience in statistical analysis and Google analytics
- Experience with HTML coding
- Experience with Search Engine Marketing
- Experience in managing multiple projects simultaneously
- Experience with Microsoft Office programs (Word, Excel and PowerPoint)

Please send cover letter and resume to: Mary Fessler, Director of Marketing; Warren County Convention & Visitors Bureau; 5412 Courseview Dr.; Suite 220; Mason, OH 45040 or via email [mfessler@wccvb.org](mailto:mfessler@wccvb.org).

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