

Job Description

Title: Digital Marketing Manager

Reports to: Vice President of Marketing & Partnership

Salary Range: \$55,000 - \$62,000 commensurate with experience + benefits

Status: Full-time, exempt

Who we are and what we do: Visit Saint Paul is made up of a passionate and spirited group of advocates, marketers and promoters of the city of Saint Paul. We are creators of economic growth who connect travelers to resources and fun, businesses to audiences, meeting and event planners to the perfect venue, and our members to one another. We are dedicated to telling Saint Paul's story and to introducing the world to the culture and diversity of our city — to its beauty and history, to its energy, its openness and its opportunities. Our work is inclusive of all areas and neighborhoods of Saint Paul, all groups and segments of people and any culture or tradition in our promotions, efforts and partnerships. To us, there is no need to travel the world to find what you are looking for — when you can find the world here in Saint Paul. The mission of Visit Saint Paul is to market the greater Saint Paul area to out-of-town convention & leisure visitors, advocate for visitor needs and link the community with visitors. Visit Saint Paul functions as a private, non-profit membership-based organization.

Position Summary: The Digital Marketing Manager is an integral part of the Visit Saint Paul marketing & partnership team, creating compelling content that will be shared across our social media channels. This person will work collaboratively across all departments to achieve the organization's goal of selling Saint Paul as the destination of choice for leisure travel, meetings and events.

The ideal candidate is creative, savvy and in-the-know on what's happening in the city to best promote Saint Paul through innovative content creation and community management. This individual will also embody our organizational values of integrity, optimism, belonging and creativity.

Essential Functions:

- Develop and lead the social media strategy and digital deliverables for all social media channels
- Create engaging and dynamic content for our audiences across our social platforms, including but not limited to videos, stories, photos, graphics, etc.
- Own community management on all social channels and find opportunities to proactively engage with our audiences, including local partner businesses.
- Build and manage a rich content and editorial strategy that includes a content calendar with the goals of increasing our audience reach and engagement.

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- Use analytics tools and interpret data to understand audiences, develop more effective content, and present meaningful insights as part of our reporting.
- Identify and report on relevant trends related to content and platforms to help inform our social media strategy and platform usage.
- Identify, cultivate, and manage high-level relationships with bloggers, industry experts and influencers.
- Create social media strategies for paid social media campaigns ensuring promoted posts are well-targeted and optimized to reach goals and KPIs.
- Maintain relationships with local government, industry and corporate strategic partners.

Additional Functions:

- Provide feedback on website development.
- Represent Visit Saint Paul at community meetings as needed.
- Maintain Visit Saint Paul confidences and encourage teamwork at all staff levels.
- Provide administrative assistance for industry meetings and department as needed.

This job is for you if you have:

- At least 3+ years of professional experience managing social media marketing efforts and overseeing multiple communication channels
- The ability to demonstrate strong social media execution across all platforms and communication channels, including but not limited to Facebook, Instagram, TikTok, YouTube, LinkedIn and Google.
 - Thorough understanding of how each platform works to use features effectively.
- A strong visual eye with experience shooting and editing video on a mobile device; proficiency in Adobe Creative Suite is preferred.
- Excellent writing skills with great attention to detail.
- Exceptionally organized with the ability to work collaboratively in a team or independently.
- Passionate about social media and speaking on behalf of a brand to develop and curate brand personality.
- Self-motivated, personally accountable and coachable showing tact and diplomacy.

Work settings and physical requirements

- Traditional office environment
- May require occasional lifting of materials weighing up to 40 pounds
- Local and regional driving
- Occasional weekend and evening assignments
- Occasional national travel

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To Apply:

Please send via email to careers@visitsaintpaul.com ATTN: Marketing & Partnership Dept:

- **Two to three paragraphs telling us why you are interested in this position and how you believe you meet the qualifications.** Please include this in the body of the email, not as an attachment.
- **Your work/skills/training history as an attachment.**

Visit Saint Paul is a non-profit, equal opportunity, affirmative action employer. Our commitment to diversity and inclusion is fundamental in providing excellent service to visitors and the community.

This position is open to anyone who meets position requirements. Visit Saint Paul strongly encourages veterans, women, persons of color and members of the LGBTQIA+ community to apply.

Position open until filled. No phone calls please.

Compensation & Benefits:

- \$55,000 - \$62,000 commensurate to experience, full-time exempt, salaried.
- Paid/Partial Paid Benefits include health care, dental, short-term disability and long-term disability coverage; vacation and PTO accrual; 12 paid holidays per year; 401K with match and wellness reimbursement.