

# DuPage Convention & Visitors Bureau

## Job Description

**Job Title: Content Marketing Manager**

**Functional Area: Marketing**

**Reports to: Director of Marketing and Bureau Partnerships**

### **Position Summary:**

The primary focus of this position is to work with DCVB leadership in the development, management, and execution of the DCVB marketing plan strategy and tactics across all marketing media and channels.

The Manager oversees all marketing communications and content initiatives, across multiple platforms and formats to drive leads, sales, engagement, retention, visitation, and positive stakeholder engagement.

The position collaborates with sales, membership, and the executive director to help further define and communicate the brand story to the DCVB constituents – meeting planners, business and leisure travelers, supporting municipals, industry partners and local businesses.

### **Primary Responsibilities**

#### **Lead the development of content initiatives:**

- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content and communication including online, social media, email, public relations, mobile, video, image library, print and in-person.
- Develop an all-inclusive Marketing Calendar that includes overarching content strategy across all platforms including website, blogger programs, print/digital ads, brochures, video and digital assets:
  - Execution of a functional content calendar reaching and/or serving determined stakeholder groups
  - Annual media buys (calendar) that supports and extends marketing initiatives, annual budget and marketing plan
  - Develop a digital strategy integrated into marketing plans including SEO/SEM, ad words, and retargeting campaigns
- Integration of content activities within traditional marketing campaigns.
- Collaboration with internal teams to brainstorm ideas and subsequent content execution
- Work with and manage outside graphic designers for DCVB projects
- Write and edit branded content—articles, video scripts and storyboards, info graphics—on a daily basis
- Revise and measure particular content per marketing goals and market data; gather data, handle analytics, and make recommendations based on those results.
- Conduct periodic competitive audits.

#### **Publication Development and Project Management – Print and Digital**

Direct the development of bureau publications, brochures, direct mail pieces, and advertising including:

- Visitors Guide
- Calendar of Events
- General advertising
- Sales guides
- Seasonal brochures
- Direct mail

### **Website Development and Management – DiscoverDuPage.com**

- Website maintenance management and periodic redesigns
- Manage website vendor and marketing coordinator in the management of ongoing content updates to pages, calendar of events, hotel packages, etc.
- Monitor DCVB Cooperative programs and micro-sites' maintenance and updates, e.g. Oakbrook Terrace, Willowbrook Hotels
- Manage e-blasts/e-marketing projects in conjunction with DiscoverDuPage.com
- Execution of digital SEO, SEM strategy including ad words and retargeting programs

### **Social Media Management**

- Management of Social Media Vendor
  - Main point of contact between vendor and DCVB
  - Review and provide feedback for monthly social media calendar
  - Review and track social media analytics
- Monitor social posts and manage SM benefit reports for DCVB partners
- Develop and manage DCVB blogs
  - Guest blogger and Influencer programming
  - Supervise integration of blogger programming with all online marketing

### **Videos**

- Work with DCVB team to create videos from storyboard to final production for digital marketing strategies and presentations

### **Performance Metrics**

- Review performance metrics throughout all media; management of quarterly reporting and summarize for ongoing marketing planning

### **Member Events**

- Attend DCVB and member events when requested and appropriate including grand openings, hotel events, open houses, etc.

### **Skills Required**

- Must have a portfolio and samples of work demonstrating expertise in creating compelling content, driving brand awareness, growing audiences and delivering measurable business results.
- Proven editorial skills. Extreme attention to detail a must.
- A passion for technology tools
- Adept in SEO strategies

- Project management skills to manage editorial schedules, deadlines and ongoing campaigns.
- Basic technical understanding of HTML, XHTML, CSS, Java, web publishing, Flash, etc.
- Fluency in web analytics tools, social media marketing applications and leading social media monitoring platforms
- Extreme professionalism when representing the organization

### **Experience Required**

- Bachelor's degree in Communications, Marketing or related field preferred
- 5-10 years of experience in multichannel content creation (publishing, journalism, etc.).
- Expertise in all major business software applications (Adobe Creative Suite, Microsoft Office, etc.)
- Experience in the creation and a redesign of a website
- Knowledge of DuPage County and tourism industry strongly preferred
- Experience working in a fast-pace environment
- Must have car and valid driver's license