CHARACTERISTICS OF THE CLASS: Under the general direction of the Office of Tourism Development Director and Marketing Director, performs experienced professional work managing output of all web, Search Engine Optimization/Search Engine Marketing (SEO/SEM), marketing database, email, print, social media and display advertising campaigns. Work includes identifying target audiences and devising digital campaigns that engage, inform and motivate.

EXAMPLES OF DUTIES: (Note: The listed duties are illustrative only and are not intended to describe each and every function which may be performed in the job class. Assignment is based on section needs and employee qualifications. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)

Manages output of all web, SEO/SEM, marketing database, email, print, social media and display advertising campaigns.

Manages overall output of special media presence.

Brainstorms new and creative growth strategies.

Plans, executes, and measures experiments and conversion tests.

Collaborates with internal teams to create landing pages and optimize user experience.

Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

Responsible for the instrumentation of conversion points and optimization of user funnels.

Collaborates with agencies and other vendor partners.

Evaluates emerging technologies. Provides thorough leadership and perspective for adoption, where appropriate.

Performs other related duties as assigned.

REQUIREMENTS:

EDUCATION AND EXPERIENCE: Graduation from an accredited college or university with a Bachelor's degree in Marketing or a closely related field.

PLUS
Four (4) years of progressively responsible experience working with current technology in the tourism or hospitality industry which includes managing Search Engine Optimization/Search Engine Marketing (SEO/SEM), marketing databases, social media and/or display advertising campaigns. Experience working with HTML, CSS and Javascript is required.

Additional qualifying experience and/or experience which provides the necessary knowledge, skills and abilities may be substituted one for the other on a year for year basis.
BREVARD COUNTY BOARD OF COMMISSIONERS

MARKETING MEDIA CHANNEL MANAGER

SPECIAL REQUIREMENTS:

In the event of a hurricane, major storm, natural or manmade disaster that may threaten the area, the employee will be required to perform emergency duties as directed.

KNOWLEDGE, SKILLS AND ABILITIES: (Note: The knowledge, skills and abilities identified in this class specification represent those needed to perform the duties of this class. Additional knowledge, skills and abilities may be applicable for individual positions.)

Thorough knowledge of best practices and proven techniques used in marketing.
Thorough knowledge of computer hardware and software, including website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, etc.).
Thorough knowledge of the latest trends and best practices in online marketing and measurement.
Good knowledge of HTML, CSS and JavaScript development and constraints.
Good knowledge of digital marketing.
Good knowledge of modern office practices, procedures, and equipment.
Good knowledge of optimizing landing pages and user funnels.
Good knowledge of A/B and multivariate experiments.
Strong analytical skills with data-driven thinking.
Ability to be highly creative in identifying target audiences and devising digital campaigns that engage, inform and motivate.
Ability to use creative approaches (out-of-the-box) to solve problems and determine alternatives.
Ability to collect, analyze, and disseminate data.
Ability to establish and maintain effective working relationships with the public, agency representatives, and media.
Ability to work independently, plan, organize, and execute assignments with minimum supervision; be a self-starter.
Ability to organize and coordinate multiple assignments.
Ability to communicate orally and in writing.

PHYSICAL REQUIREMENTS: Work is mainly sedentary.