Job Title:  Brand & Website Manager

Job Category:  Marketing – Exempt

Reports To:  Senior Director of Marketing & Operations

Summary:  The Brand & Website Manager is responsible for maintain graphic design and branding for all collateral and ads, managing Simpleview and STR data/programs, maintain and update website driving business to Alpharetta hotels, maintain calendar of events, and supporting all functions of the Bureau with creative strategies. Manages all technical aspects of Bureau's website, including design, layout, functionality, and content.

Duties & Responsibilities

### Website

- Track all web statistics using Google Analytics 4
- Make all changes and updates to the website as webmaster
- Stage and deploy new and updated content and landing pages on website
- Find, diagnose, and fix content problems, including broken links, typographical errors, and formatting inconsistencies
- Coordinate with the Senior Director of Marketing & Operations to optimize SEO and SEM strategies to drive traffic to the website
- Incorporate website enhancements as warranted
- Coordinate website marketing activities with other staff members
- Proven work experience with WordPress and good understanding of website architecture and aesthetics
- Troubleshoot and debug WordPress website and web applications. Perform regular maintenance tasks including theme updates, plugin updates and security updates
- Assist in the creation of electronic newsletters, maps, special promotional offers, photos, videos and the conversion of all printed collateral material to an electronic format
- Research, evaluate and implement appropriate promotional programs to attract users to the website including hyperlinks and cooperative partnerships
- Support programs and events that enrich experiences for residents and visitors
- Generate monthly, quarterly and year-end website reports that include website traffic and trends
- Communicate with community partners to identify and update website and collateral content as needed
- Assist with developing marketing giveaways and promotions that incorporate ACVB’s branding
- Attend meetings designated by President or Senior Director of Marketing & Operations
- Train Bureau staff on Simpleview and other applications as needed
- Remain current with emerging digital technologies.
- Work with the Bureau’s hotel members by presenting technology opportunities to them and training hotel staff on Simpleview
- Support all functions of bureau with visual and creative efforts

### Camera Ready Program

- Work with State of GA & GNFCC on bringing films to Alpharetta and maintain partner database for finding locations

### Collaboration:

- Assist Senior Director of Marketing & Operations in development of Bureau collateral materials; special projects and brainstorming of packages and promotions as needed
- Proofread as needed

### Graphic Design

- Strong knowledge of Adobe Creative Suite products including Photoshop, Illustrator and InDesign
- Keen eye for design and be able to think creatively and produce visually appealing designs with limited creative direction that represent our brand
- Create graphic designs for consistence in branding of all bureau collateral materials, ads, flyers, presentations, etc.: work with printers as needed with Senior Director of Marketing & Operations
- Provide high-quality graphic design elements for print, digital, tradeshows displays
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<thead>
<tr>
<th>Ensure that all deadlines are met and that materials created are to brand standard</th>
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<tr>
<td><strong>Professional Development/Research:</strong></td>
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<tr>
<td>Observe other CVB &amp; tourism websites and collateral to analyze how they position their destination brand and graphics</td>
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<td>Continuously research and develop ideas on how to promote Alpharetta</td>
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Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with a job. They are intended to be reflections of the principal job elements essential for that position. The Alpharetta Convention and Visitors Bureau reserves the right to revise this description, as necessary.