

The **Digital Marketing Manager** supports the organization by translating and integrating business and department objectives into successful digital/online marketing initiatives that create awareness, drive transactions and revenue.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manage calendar and design of creative, sales-driven, targeted/newsletter email marketing campaigns using various software tools (HTML editors, iContact, DreamWeaver, query-builders, Excel, etc.).
- Manage the website CMS, including event creation, placement of images, copy, promotions and video on related pages.
- Serve as the Webmaster for the organization, to ensure high quality site performance.
- Assist with SEM strategy by providing insights and optimizations when necessary.
- Assist with social media strategy and monitor all of the Broward Center's channels by interacting when needed to maintain positive engagement.
- Advise, integrate and execute digital marketing campaigns for assigned performances and projects per budget guidelines.
- Manage, advise, design and implement a social media calendar that supports the performance marketing team's objectives.
- Measure and report on performance of all paid digital marketing campaigns for performance, institutional and search engine marketing using vendor-specific dashboards, Google Analytics, and more.
- Provide email campaign reports and sales metrics using Ticketmaster and the email service provider tools.
- Manage Ticketmaster Account Manager marketing functions, including marketing information on Ticketmaster.com.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- BA/BS: Computer Information Services, Management Information Services, Marketing
- 2 years of experience working in a results-driven marketing environment.
- Experience generating leads, conversion rate optimization tools, analyzing vital data and executing marketing campaigns.

REQUIRED EDUCATION AND EXPERIENCE

- Experienced using HTML text, visual editors, CSS and knowledge of JavaScript.
- Skilled in Adobe Creative Suite, PhotoShop, Illustrator and DreamWeaver and Microsoft Office.
- Ability to apply image optimization techniques and familiarity with common file formats (pdf, gif, jpeg, tiff, eps, etc).
- Skilled at the fundamentals of digital design, with a professional eye for font, color etc.
- Knowledge of managing digital advertising platforms, ad networks and ad exchanges.
- Knowledge of marketing concepts and strategies.
- Able to quickly learn new software related to managing ticket sales and database.
- Able to work a flexible schedule including nights, weekends and holidays as needed.

All qualified and interested applicants should submit their resume to marketmanagersearch@browardcenter.org.