

The Center for the Arts
Crested Butte, Colorado
Job Description

Job Title: Digital Marketing Manager

Reports to: Marketing Director

Job Classification: Full time exempt

Incumbent: None, new position

Summary: The Digital Marketing Manager is responsible for managing and maintaining oversight of CFTA's website, content, direct marketing and Social media activities. In order to achieve this goal, this position will coordinate the activities of coworkers and contractors engaged in providing related content, assets and services such as website development, website hosting, interface with ticket sales point of sale (POS) system. While this department is growing, this position will be required to not just coordinate, but execute many technical marketing functions independently or as part of the marketing team.

This employee exercises discretion and independent judgement on significant matters related to digital marketing and the website (and affiliated websites) and is responsible for directing related vendors and contractors while maintaining an integral working relationship as a key member of the marketing team.

Specific Duties and Responsibilities:

- Implements CFTA's digital marketing efforts including Social media posts and analytics.
- Manages CFTA website (crestedbuttearts.org) and CFTA affiliated websites or microsites (cbwineandfood.com, cbfilmfest.org) and potentially others.
- Manages database within point-of-sale system (Patron Manager), appropriate sales reporting.
- Analytical thinker that truly enjoys and is passionate about measuring results and developing shared strategies to improve performance.
- Must have design sense and the ability to follow and adhere to CFTA's brand standards, maintain tone and voice of the brand.
- Experience with Google analytics and other software for measuring performance of digital advertising efforts.
- Maintains working knowledge of sales targets for events and manage digital activity accordingly.
- Oversees digital marketing program including website, email marketing, texting, social media in accordance with program budgets.
- Oversees the day-to-day efforts and reports on digital marketing initiatives through Google Analytics, PatronManager, etc.
- Manages CFTA website (crestedbuttearts.org) and CFTA affiliated websites or microsites (cbwineandfood.com, cbfilmfest.org) and others.
- Assist with writing website content, and copywriting that support promotional efforts.
- Writes copy for CFTA website and assists with email marketing campaigns.
- Collaborates among departments to ensure accuracy and a positive patron experience.
- Manages search engine optimization (SEO) internally to ensure usage of proper keywords on website for optimal search rankings.

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- Manages Smart SEO, search engine/experience optimization and pay per click efforts
- Manages all email sends for CFTA programs and provides backend reporting of delivery rates, open rates, A/B testing, etc.
- Monitors and proactively responds to FB, Twitter, and to ratings/postings on ratings/review sites on Yelp!, Trip Advisor, general email 'info@crestedbuttearts.org'.
- Maintains and updates seasonal event listings on State and local websites such as Colorado.com, GunnisonValleyCalendar.com, GunnisonCrestedButte.com, skicb.com, etc.
- Maintains and fulfills a comprehensive email marketing calendar utilizing advanced segmentation.
- Manages various technology platforms pertinent to digital marketing.
- Assists with analytics work pertaining to marketing campaigns involving extensive use of Google Analytics.
- Manages digital needs of The Center, its senior leadership team, Dept. Heads and programs.
- Works with Marketing Director and department heads to develop and execute survey campaigns to capture vital information about the performance of our programs and to help drive analysis of data.
- Assures legal compliance of digital and direct marketing programs including but not limited to (CANSpam, Electronic Communications Privacy Act (ECPA), Computer Fraud and Abuse Act (CFAA), WCAG 2.1 Compliance (ADA), and others.
- Procures materials, supplies, and tools necessary to perform responsibilities of position.
- Required to be on-call as an emergency contact related to digital communications. Required to work nights, weekends and holidays when called upon.
- Works with Marketing Director to develop the digital marketing plan, budget, tracking spending and performance over the course of the year. Responsible for continuous budget vs. actuals analysis to inform decisions throughout the year.
- Assists team with event setups as needed.
- Perform additional job responsibilities when required to assist the Center for the Arts to achieve its overall objectives.