



VISIT CENTRAL OREGON
ADVENTURE CALLS

ABOUT US

Visit Central Oregon, headquartered in Sunriver, Oregon, has been the Destination Marketing Organization for Central Oregon since 1971. Our mission is to drive overnight visitation for an enduring economy. We're committed to supporting our thriving tourism industry by promoting the region in innovative ways. Serving as the Regional Destination Marketing Organization (RDMO) we have the unique opportunity to share six distinct regions with potential visitors. We pride ourselves on maintaining a culture based around collaboration, creativity, and constant growth and personal development for our team. For more information, please see www.visitcentraloregon.com

JOB TITLE: DIGITAL MARKETING MANAGER

REPORTS TO: MARKETING DIRECTOR

JOB SUMMARY

The Digital Marketing Manager role is to drive website traffic with the end goal of increasing overnight stays in Central Oregon. You will be responsible for executing the strategic marketing plan to support growth and visitation to visitcentraloregon.com and executing on paid media to support broad market awareness of the Central Oregon region as a destination. This position directs strategic and operational aspects of Visit Central Oregon's websites and interactive platforms, including user experience and interface, design, functionality and integration of content.

The ideal candidate is analytical, data-driven, and strategic, with a proven ability to drive website visits through marketing activities. This role requires a strong combination of strategy and tactical execution. As part of the Marketing team, you are responsible for paid marketing execution, with the ultimate goal of achieving growth goals.

JOB DUTIES

- Management of paid channels including Google AdWords, programmatic display, native, retargeting, and other paid acquisition channels. This includes new channel identification, optimization, and growth.
- Management of direct paid media budgets, optimizing for ROI, and long-term growth.
- Management of paid media budgets to support broad-based awareness of Visit Central Oregon and market Central Oregon as a premier destination.
- In collaboration with the agency and marketing team, build successful campaigns for paid media creative, messaging and landing page experiences, with a goal to drive better results.
- Manage external agencies and vendors.
- Track results, maintain reporting and communicate results across the organization and to key stakeholders upon request
- Oversees the creation, distribution, data reporting, and list management for Visit Central Oregon's electronic newsletter programs for all audiences, including, but not limited to consumers, partners, board, and stakeholders.
- Advises on content integrity of visitcentraloregon.com and monitors live site content. Ensures the site is displaying properly and providing a good user experience across devices. Maintains the integrity of campaign landing pages.
- Drives enhancements to improve the success of visitcentraloregon.com and performance tracking.



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- Drives the Visit Central Oregon brand through its web/online presence; serves as a final design check for visual and multimedia content of all websites and e-newsletters.
- Delivers periodic presentations on digital and interactive-related topics to industry audiences.
- Assists with other marketing projects on an as-needed basis.

JOB REQUIREMENTS (EDUCATION/ EXPERIENCE)

- A four-year degree in Digital Marketing, Advertising, Marketing Communications, Web Development/Design, Tourism, Business, Communications or relevant field of study is required.
- Minimum 5-7 years of web operations experience required; additional marketing, public relations, tourism, travel, or related industry experience a plus.
- Experience in managing and optimizing paid acquisition budget to drive growth efficiently
- Experience in a metrics-driven culture, with a heavy focus on driving CPA/ROAS measured results
- Expertise in paid digital marketing channels including Google/SEM, YouTube, Podcasts, streaming video, traditional (broadcast/cable)
- Expertise in retargeting platforms
- Broad exposure in acquisition channels, experience in offline channels, sponsorships, and native ads a plus
- Strong analytical skills with a successful track record, including experience in Excel/Google Sheets, Google Analytics
- Able to work with internal creative teams and agencies effectively to deliver world-class marketing campaigns
- Extensive record of campaign execution and project management experience
- Extremely well organized with the ability to manage multiple initiatives at once and deliver on time
- Highly driven and self-motivated and comfortable with autonomy and driving initiatives
- Ability to travel domestically including overnight stays

WHAT WE OFFER

- Competitive salary and benefits package commensurate with experience
- Benefits include full medical/dental, matching 401(k) plan, paid time off
- Professional development and leadership to facilitate professional growth
- A positive and supportive team environment

TO APPLY

Please send cover letter and resume with at least two professional references to careers@visitcentraloregon.com

Visit Central Oregon is an equal opportunity employer committed to promoting an inclusive workforce free from discrimination. We make all hiring and employment decisions without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, age, physical or mental disability, marital or family status, national origin, genetic information, military or veteran status, or any other basis protected by applicable law.