

Discover Siskiyou

Yreka, California

Position: Digital Marketing/Program Manager

Overview

The Digital Marketing/Program Manager position will support the successful marketing implementation of Discover Siskiyou and the Siskiyou Economic Development Council (SEDC) programs. Proven ability to communicate and coordinate with internal and external team/contractors in a timely and professional manner is essential to strengthen and grow our brand standards.

Implementation of in-house digital marketing for Discover Siskiyou and other SEDC programs include:

- Search marketing
- Social media content creation and management (Facebook, Instagram, Twitter)
- Google Web Stories
- Email marketing
- Discover Siskiyou blog
- Track metrics and prepare quarterly reports

The right candidate will be able to engage and support goodwill across varied stakeholders, communities and programs. Maintaining a positive, adaptive and innovative skill set are musts, as well as good critical thinking, strong analytics and the ability to work effectively in a fast-paced environment.

Requirements/Experience

- Bachelor's degree in Communication or Marketing is required.
- Two years of work experience in tourism promotion, marketing, sales or public relations is also preferred.
- Experience with Google Ads and Adobe Creative Suite (InDesign, Photoshop, and Illustrator) and MailChimp is required.
- Experience with CrowdRiff is beneficial.

Work Location

This position has some flexibility in work location that can extend southward to Northern California (Redding) or north to Southern Oregon (Medford). However, it is ideal if the candidate can reside in Siskiyou County.

Employment Type

Full-time position

To Apply

Interested candidates may email resumes and cover letters to:

hr@siskiyoucounty.org

Attention: Kathryn Cowley

The position is open until filled.