



303 WATER STREET, STE. 100 | SANTA CRUZ, CA 95060
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Website & Digital Marketing Manager

Visit Santa Cruz County, the local tourism destination marketing organization, seeks a qualified website and digital marketing manager experienced in SEO, HTML, WordPress, Google Analytics, Google AdWords and responsive website design. Digital marketing knowledge and experience are important skills as well. Database management skills a plus. The qualified candidate for this position will be in charge of tracking performance and day-to-day updates and enhancements to www.santacruz.org, as well as ensuring digital marketing is supporting our brand and driving visitors to our website. The right candidate will be a team player and comfortable working with other marketing professionals in a small office.

Additional Experience Preferred:

- Familiarity with Google Adwords & Analytics
- WordPress
- Digital Marketing
- Photoshop
- Adobe Acrobat
- InDesign
- Simpleview

Qualifying questions:

1. How many years have you been developing/designing websites?
2. Briefly explain how you have used Google AdWords and Google Analytics to track website metrics.
3. How long have you been using WordPress?
4. Have you transitioned a website from the DNN platform to a WordPress platform?

This is a full-time on-site position working in Santa Cruz. Working remotely is not an option for this position at this time.

Please do not contact Visit Santa Cruz County via telephone or in person in response to this ad. Send your response through email to hr@santacruz.org with your resume & cover letter noting your qualifications for the position, as well as answering the qualifying questions. Any responses without the preceding requests will be filtered out.

Competitive salary based on qualifications in a fully benefited position.