

VISIT GRAND JUNCTION

GRAND JUNCTION, COLORADO

Position: Data Analytics Marketing Manager

Summary:

The Data Analytics Marketing Manager analyzes and executes Visit Grand Junction's marketing through advertising technologies and multi-channel platforms. The manager is a motivated self-starter with a passion for leveraging data, innovative marketing tools, and analytics to support travel and tourism in the Grand Junction area. This position reports to the Visit Grand Junction Director.

Essential Duties & Responsibilities:

- **Manage & execute data-driven branding, marketing, advertising and technology strategies:**
 - Develops, creates, and implements annual data-driven marketing, media, and ad-tech strategies and plans for local (in-market), regional, national, and international visitor markets in earned, owned, and paid media.
 - Identify critical marketing questions that can be answered through new data insights and create pragmatic and innovative solutions to address those needs.
 - Leads and manages marketing agency relationships.
 - Plans and manages budgets and keeps accurate accounting records.
 - Leverages data to provide analysis and insights on marketing performance, makes recommendations and adjusts campaigns as needed.
 - Constantly drives innovation and stays current on emerging ad-tech, data, and marketing industry trends.
 - Monitors metrics and collaborates with the marketing team to analyze the business impact of the marketing and data strategy and helps implement optimization recommendations.
 - Organizes annual stakeholder meeting.
 - Develops Annual Report and Marketing Plan.
 - Keeps abreast of Colorado Tourism Office, U.S. Travel Association, Brand USA, and other Colorado DMO marketing research and initiatives.

- ❖ **Paid Media/Advertising:**
 - Works with marketing team and contractors to develop, test, implement, monitor, and evolve creative and advertising campaigns utilizing ad tech tools, data collection and analysis.
 - Proactively inquire and challenge agencies to ensure they are referencing available data and adjusting campaigns accordingly on a regular basis.

- ❖ **Earned Media/PR:**
 - Plans and hosts media/influencer visits, including international and domestic group media FAM trips, working with local tourism partners.
 - Works with marketing team and contractors to develop, execute, and assess public relations and influencer programs, media campaigns, PR plans, pitch calendars, and other media relations activities.
 - Writes & distributes press releases for events and organizational milestones.
 - Updates and maintains crisis communications plan.
 - Develops and maintains relationships with local and regional media and PR contacts.
 - Maintains database (CRM) of media contacts, writers, editors and influencers.

- ❖ **Owned Media:**
 - Works with department team and contractors to formulate, assess and evolve content strategies, production, and calendars.
 - Oversees the creation, acquisition, and production of creative assets.
 - Works with content production team members and contractors to manage a strategic content calendar.
 - Ensures proper tracking, data collection, and ROI reporting for marketing programs.
 - Assists with managing website, social media, email marketing, SEO, CMS, and CRM contractors/services.

- **International:**
 - Develops annual international travel trade sales and marketing programs.
 - Assists with planning, scheduling, and hosting international travel trade FAMS.
 - Seeks out, assesses, and creates opportunities for international marketing and consumer communication, including contractors for writing/developing content and collateral.
- **Grant Management:**
 - Writes, executes and tracks grant applications, awards, and programs, including financial, compliance, and performance grant reporting.

Knowledge, Skills & Abilities:

- Must be data-oriented with a passion for innovative applications.
- Knowledge of and experience in business intelligence, data analysis and visualization. Tableau experience is preferred.
- Knowledge of and ability to use ad-tech and other marketing related software platforms.
- Strong analytical skills with experience in translating data into insights.
- Proficiency with data visualization tools and capabilities, such as Tableau or Power BI.
- Ability to communicate technical information with business relevance to diverse audiences.
- Excellent written and verbal communication skills with expertise in press writing and press relations.
- Proficient in Microsoft Office (Outlook, Excel, Word, PowerPoint).
- Experience with photo and video design software. Acrobat Pro, Adobe Creative Suite – Photoshop, Illustrator, InDesign preferred.
- Expertise in Google Analytics and ability to integrate findings.
- Self-starter, highly motivated, able to shift directions quickly when priorities change, while implementing innovative solutions in a timely manner.
- Must have a life-long learning drive.
- Great interpersonal skills and professional demeanor.
- Proficiency in social media marketing, promotions, communications, analysis & functionality.
- Experience with digital communications and content strategy. Must be proficient with engaging and leading multiple projects simultaneously with excellent follow-through, and keen attention to detail.
- Experience with Customer Relationship Management (CRM) and Content Management Software (CMS) platforms.
- Strong sense of ownership and accountability.
- Foster a departmental culture of innovation, collaboration, data-driven results and accountability.
- Travel to tradeshow, media events, and conferences is required.
- Must be available evenings, weekends and holidays as needed.

Education and Experience:

- Bachelor's degree or commensurate professional experience with innovative marketing and advertising technology experience. Experience working for a destination marketing organization preferred.

This job description is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties and requirements. Other duties as assigned.

Salary range: \$65,478.40 - \$72,259.20 annually or \$5,456 - \$6,021 per month

To Apply:

Applicants may apply at: <http://gcity.org/jobs>.