



Washington County  
Visitors Association

**DIGITAL MARKETING MANAGER**  
**TUALATIN VALLEY / WASHINGTON COUNTY VISITORS ASSOCIATION**  
**FULL TIME, EXEMPT**

**About the position:**

The Washington County Visitors Association is searching for a dynamic, strategic, and passionate individual to join our team as a **Digital Marketing Manager**.

The Washington County Visitors Association is the official destination marketing organization for Washington County, Oregon promoting the county under the destination brand **Tualatin Valley**. The mission of the organization is to inspire individual and group consumers to visit the Tualatin Valley, making a sustained and measurable economic impact through tourism. Our destination includes 58 hotels with over 5,800 guest rooms, wineries, breweries, hundreds of restaurants, and exciting main streets. We are home to the Wingspan Event and Conference Center, the Patricia Reser Center for the Arts, Ron Tonkin Field - Home of the Hillsboro Hops, plus state-of-the-art sports facilities. Washington County is Oregon's hub for tax-free shopping with retail anchored by Washington Square Mall.

The Digital Marketing Manager reports to the Vice-President of Marketing of the organization and is responsible for the association's digital advertising campaigns, online marketing programs, website, and social media presence. Responsible for the organization's objective to make a position economic impact from tourism through digital promotions attracting overnight and day visitors to Washington County, Oregon, making a positive economic impact from tourism while adhering to brand identity.

***DIGITAL ADVERTISING MANAGEMENT***

- Identifies, evaluates, and activates digital marketing opportunities to promote our destination to relevant customers and target markets.
- Assists with creating marketing plans and budgets.
- Actively works to develop and adhere to the organization's brand identity.
- Leads digital ad creation.
- Prepares and presents regular reports and presentations on marketing activities for the President & CEO, Board of Directors, and Stakeholders.

***CONTENT CREATOR AND SOCIAL MEDIA MANAGER***

- Curates and creates written, video, and image online content for all digital platforms, including collecting stories and taking photos, videos.
- Ensures timely, accurate and consistent brand messaging across all digital platforms.
- Manages and implements the organization's content editorial calendar.
- Manages social media pages and platforms, including, but not limited to:
  - Post daily and monitor engagement on Facebook, Twitter, Pinterest and Instagram
  - Monitor engagement on YouTube and destination-related social marketing pages
  - Respond to community conversation on social networks
- Ensures all social media channels are relevant and up to date.
- Reports social media performance benchmarked with industry accepted measurements.

### **WEBSITE MANAGER AND CRM MANAGER**

- Ensures optimal and uninterrupted performance of organization's website with adapted delivery on all customers' devices.
- Manages search engine marketing and optimization.
- Performs audits of website content to ensure all information is correct and up-to-date, and SEO-compliant photography and videos are up to date.
- Optimizes loading speeds and capacity.
- Monitors and analyze site performance via Google Analytics.
- Leads website research including updates and future website development.
- Maintains the CRMs used to distribute content to the website and address any issues or problems.
- Assists association staff with ongoing training and support on organization's CRM system.

### **PHOTO & VIDEO LIBRARY MANAGER**

- Manages and organize the photo and video library.
- Collects, takes, and edits photographs and video for online usage.
- Uploads and manages videos on the WCVA's video channels.
- Uploads photographs to the WCVA's Flickr and media photo gallery.

### **OTHER DUTIES AS ASSIGNED**

#### **Professional Attributes:**

- Bachelor's degree in Communications, Journalism, Marketing, or related field.
- 2-3 years of experience working on branded social media platforms and websites.
- Successful experience managing social media campaigns and a solid understanding of social marketing.
- Tourism/destination marketing experience is a plus, but not required.
- Highly organized with strong analytical and problem-solving skills.
- Excellent oral and written communication skills.
- Creative writer with knowledge of AP writing style.
- Experience working with database/customer relationship management systems (CRMs), content management systems (CMS), including WordPress, and e-mail marketing/e-newsletter software.
- Experience working in Adobe products, including but not limited to Photoshop, Acrobat, Flash
- Proficient in using Microsoft products, including but not limited to Word, Excel, and Outlook
- Understanding of privacy policies and opt-in/opt-out policies, etc.
- Working knowledge of working in video editing and photo management software.
- Working knowledge of Google Analytics and other analytics programs.
- Able to lift 40 lbs.
- Valid driver's license

#### **How to Apply:**

- Interested candidates, please submit a resume with a cover letter. Send to [jobs@wcva.org](mailto:jobs@wcva.org)
- Relocation assistance is not available.
- Washington County Visitors Association is an Equal Opportunity Employer.
- No phone calls, please.