



Position: Digital Marketing Manager
Beverly Hills Conference & Visitors Bureau

The Digital Marketing Manager will work with the Vice President of Marketing to oversee the strategy, as well as execute digital marketing efforts for Beverly Hills Conference & Visitors Bureau (BHCVB) including social media, website and digital communications. The role will also oversee other special projects including digital collateral development and other marketing projects as required.

Key Responsibilities

Social Media

- Manage BHCVB's social media and user generated content (UGC) agencies
- Responsible for the day-to-day content development and account maintenance of BHCVB's social media accounts – Instagram, Facebook, Twitter, Pinterest and LinkedIn
- Plan and manage paid social media advertising campaigns with agency
- Report, monitor and optimize social media and digital KPIs

Website

- Oversee agencies handling SEM/SEO and website strategies
- Ongoing daily maintenance for website content updates ensuring overall accuracy and relevancy; experience with web CMS systems preferred
- New digital content curation for LoveBeverlyHills.com; including copywriting
- Report, monitor and optimize website KPIs; basic knowledge of Google Analytics preferred

Digital Communications

- Oversee and manage email and database vendor
- Develop, copywrite, execute and distribute monthly eNewsletters to Visitors, Partners, Media and Trade
- Develop, execute and distribute ad hoc emails to support marketing initiatives as needed
- Report, monitor and optimize digital communications to maximize reach and results

Collateral

- Oversee creative and graphic design agencies to develop and maintain various digital collateral brochures and assets
- Write agency creative briefs

Other Key Responsibilities

- Copywriting for various channels including digital, print and internal communications
- Oversee and manage photography and video shoots
- Act as the destination authority actively seeking updated information and content on events, specials & packages from hotels, restaurants, retailers, attractions, etc.; Secure participation in campaigns, as needed

Qualifications/Requirements

- A minimum of 5 years of related marketing experience
- Experience with luxury brands preferred
- Experience with MS Office Suite (Word, Excel, PowerPoint, Outlook)
- Experience with web CMS systems preferred
- Basic knowledge of Google Analytics preferred
- Basic Photoshop experience preferred
- Ability to work under deadline and manage multiple projects in a fast-paced environment
- Excellent decision-making, problem solving, time management and organization skills
- Flexibility and attention to detail is an absolute must
- Strong analytical abilities, visual and aesthetic sense
- Self-motivated and proactive

Salary

Salary is commensurate with qualifications and experience. Competitive benefits package includes medical, dental, 401(k) and a hybrid remote schedule.

To Apply

Please send resume and cover letter, including salary requirements, to:
info@lovebeverlyhills.com

Position is open until filled.