



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Web & Design Manager
Department: Sales & Marketing
Reports To: Assistant Director of Marketing & Communications
FLSA Status: Exempt
Last Updated By: Sarah Hudzinski
Last Updated Date: 8/9/18
Consultant Review Date:

SUMMARY

The Web & Design Manager assists the Director of Sales & Marketing and Assistant Director of Marketing & Communications in researching, creating, and managing our web content strategy and digital content assets to ultimately create growth in the economic impact of tourism for the Wisconsin Dells area. This position interacts with internal staff and external partners to ensure that all web based, and digital assets reflect the Wisconsin Dells brand accurately.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

ESSENTIAL DUTIES AND RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

Web Management and Administration (est. 58%)

- Manage web assets within the content management system to ensure Bureau standards and processes compliance, as well as take ownership for quality and accuracy.
- Implement, design and edit content to create the optimal brand image and fun user experience for visitors.
- Create web content standards to ensure web site content is consistent with Bureau's destination marketing campaign and brand strategy. Guide staff and users to adhere to guidelines
- Manage and deploy technical projects, such as new website developments.
- Manage vendors and outside consultants where needed.
- Ensure online content supports SEO goals, brand standards and web style guidelines and employ key word search strategies, Meta tags, page content, URLs and images, backlinks, external links, and social signals to increase domain authority.
- Assists Marketing Management to establish Key Performance Indicators (KPI's) and track compliance.
- Analyze web content and usage data for performance via Google Analytics and develop dashboards to manage traffic and identify trends and user groups.
- Assist senior management in strategizing and implementing content development, navigation improvements and other internet marketing strategies.
- Define and determine new engagement strategies for known visitors.
- Intake and manage new requests for website needs – including managing work requests from internal staff and Technology department.
- Work in partnership with Technology staff and CMS partners to ensure site security and optimal performance

- Evaluate emerging technologies and provide perspective for adoption where appropriate. Test and evaluate new tools and ideas and ensures content is mobile-friendly and multiplatform ready.
- Manage additional web-based platforms and services. Performs testing and maintenance of these web applications such as shopping cart, live chat and other plugins.
- Develop Plan to maintain quality assurance of online assets and websites.
- Develop and oversee periodic reviews of the company's website(s).
- Manage the archival of web-based information for future needs and reference.
- Develop and oversee procedure to maintain Bureau member related content on Travel Wisconsin.com.

Digital Content and Design (est. 40%)

- Implement content across multiple applications to support digital strategy, initiatives, projects and activities keeping all digital content accurate, timely and relevant
- Assist senior management in strategizing and implementing e-communication initiatives. Manages design, scheduling, testing and list growth initiatives. Manages relationship and monthly status calls with e-communication delivery partner.
- Manage and execute digital marketing campaigns focused on inbound marketing, demand generation, online visibility and lead generation to raise brand awareness and create conversion.
- Manage inventory and library of digital content across platforms and channels; partner with internal staff and external designers, developers and others to produce and update digital content.
- Create digital content templates for use across platforms and pages.
- Develop a system to maintain, edit and archive branded digital assets and library, including video, audio and photo archives.
- Ensure brand consistency through knowledge of design standards: fonts, formatting, layout, images, graphic elements, etc.
- Develop creative campaign collateral in multiple media formats including print and digital.
- Maintaining brand assets and monitoring proper use by internal and external parties, working closely with the Marketing and Sales departments.
- Responsible for managing internal print projects, preparing print-ready art files, and dealing with external suppliers.
- Performs other duties as assigned by the Assistant Director of Marketing & Communications and/or Director of Sales & Marketing.

Other (est. 2%)

- Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.

Supervisory Responsibilities (est. 0%)

- This job has no supervisory responsibilities.

ORGANIZATIONAL COMPETENCIES

To perform the job successfully, the individual should demonstrate the following competencies. It is expected that WDVCB employees are:

Dependable

- *Diligent* — Completes all tasks of a job in a timely and accurate fashion. Does what they say they will do with no excuses. Does not need reminders. Works to completion regardless of hours necessary.
- *Ethical* — Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking. Maintains confidentiality.
- *Plans Well* — Plans and prioritizes appropriately. Plans for needed resources. Completes all coaching plan actions.
- *Efficient* — Uses both time and resources without waste.
- *Attendance* — Plans absences in advance and with notice.
- *Punctual* — Is on time for work, meetings and appointments.
- *Plays by the Rules* — Follows the rules, policies and guidelines of the WDVCB.

Respectful

- *Adaptable* — Adapts to change easily and with little resistance.
- *Communication* — Communicates clearly, genuinely and in the most efficient manner.
- *Coworker Champion* — Compliments the achievement of others and recognizes and celebrates extra effort.
- *Open* — Listens to others' opinions and ideas and respectfully disagrees when theirs differ.
- *Team Player* — Offers assistance wherever and whenever needed and shows gratitude for assistance.
- *Courteous* — Is courteous and professional to all visitors and coworkers, doesn't pre-judge and never speaks negatively about them.
- *Time Management* — Is mindful of others' workloads and schedules.

Positive

- *Work Face* — Professional in all communication and "checks life at the door." Exhibits genuine enthusiasm and enjoys their work.
- *Problem Solving* — Looks for solutions and offers suggestions instead of complaining.
- *Upbeat* — Looks for the good in everything. Their energy brings others around them up. Avoids dramatic and negative people.
- *Leadership* — Portrays traits and behaviors that others want to emulate.
- *Walks the Talk* — Consistently displays positive, "glass half full" attitude. Doesn't just say "I'm positive!"

Coachable

- *Growth* — Wants to improve, knows they have more to learn and room to grow.
- *Team Player* — Appreciates others' opinions and wants to learn from them.
- *Reflects* — Looks in the mirror – reflects on their thoughts and actions as contributing factors and not that of others.
- *Change* — Applies coaching and feedback to prevent issue/error reoccurrence.
- *Acceptance* — Accepts and learns from constructive criticism.

QUALIFICATIONS

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Other Qualifications

- Candidate should have the right balance of technical skills and imaginative creativity.
- Candidate must be a problem solver who is able to manage multiple tasks and meet deadlines. Have own creative ideas and can communicate them clearly to others, but willing to take direction and work with team members in multiple departments.
- Strong attention to detail.
- Strong interpersonal communication and project management skills are critical.

Required Skills

- Demonstrated knowledge in marketing, branding and customer service principles.
- Previous experience in designing for web, HTML/CSS, Flash, and web authoring software required. Knowledge of HTML coding.
- Demonstrated knowledge of website components: front-end elements, navigation structure, layout, content, content management systems (CMS) and search.
- Skilled in website and campaign performance evaluation using Google Analytics
- Proficient in Adobe Creative Suite Software, specifically Photoshop, InDesign and Illustrator.
- Skilled in layout, typography, color, balance and composition
- Proficient in Microsoft Office Professional.
- Understanding of production, pre-press, print and web-based technologies.

EDUCATION AND/OR EXPERIENCE

Bachelor's degree preferred in a relevant field, and a minimum of six years, preferably more, related experience required. Or combination of at least eight years directly related marketing, digital content, web development and/or design experience.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is regularly required to sit, use hands to type, talk, and hear.
- The employee is occasionally required to stand and walk.
- The employee must occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually quiet to moderate.