

**Wisconsin Dells Visitor & Convention Bureau
Job Description**



Job Title: Web & Graphic Specialist
Department: Marketing
Reports To: Assistant Director of Marketing & Communications
FLSA Status: Non-Exempt
Last Updated By: Sarah Hudzinski
Last Updated Date: (Revised) May 8, 2017
Consultant Review Date: 7/31/2015

Summary: Team player to assist the Director of Marketing & Communications and Assistant Director of Marketing & Communication in researching, creating, implementing, managing and re-purposing all content related to the Bureau website, to support all in-house email marketing communications, and provides desktop/graphic design support by performing the following duties.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Web Administration (60%)

Create, develop and manage content for organization's web presence. Requires working with the Bureau's content management software.

Ensures web site content is consistent with Bureau's destination marketing campaign and refreshes content to ensure accuracy and timeliness of information and images. Maintain a consistent look and feel throughout all web properties.

Responds to requests for additions and/or enhancements to websites. Meets with internal staff to ascertain website needs.

Implements web-based features and performs testing of web applications such as shopping cart, live chat and other plugins.

Assure web-based information is archived for future needs and reference.

Integrates video, images, text and audio into the graphical design of web pages.

Creates and maintains electronic libraries of source graphics and user graphics for web sites.

Reviews web pages in multiple browsers and identifies/corrects operational or display issues.

Stays abreast of any industry-wide changes in design philosophy and any new tools and technologies being used for web design.

Manages weekly/monthly e-communication initiatives as approved by the Director of Marketing & Communications and/or Assistant Director of Marketing & Communications to include design, scheduling, testing and list growth initiatives. Manages relationship and monthly status calls with e-communication delivery partner. Manages subscribes/unsubscribes via the delivery system (i.e. iContact).

Provides research to assist senior management in making decisions regarding internet marketing and management strategies.

Works with contract consultants to maximize web site's SEO.

Analyzes traffic reports and other web metrics, and implements strategies approved by the Director Of Marketing & Communications.

Assist in the execution of the social media strategy as directed by the Director of Marketing & Communications and/or Assistant Director of Marketing & Communications, that may include utilizing the Bureau's social media platform software, cultivating content, designing posts and/or contest features, scheduling and monitoring all Bureau social channels.

Assist in maintaining additional Bureau related web presences, such as Dells River Arts District website, as directed by the Executive Director or Director of Marketing & Communications.

Maintain Bureau member related content on Travel Wisconsin.com.

Graphic Administration (40%)

Design and layout of electronic and print materials for programs and events (flyers, posters, banners, collaterals, logos, invitations, postcards, newsletters,etc.)

Carrying design and web projects from concept to completion while adhering to Bureau brand standards.

Responsible for managing print bids and print orders, preparing print-ready art files, and dealing with external suppliers.

Maintaining brand assets and monitoring proper use by external parties or remote groups, working closely with the Marketing and Sales departments.

Maintains Bureau image library.

Produces or assists users in the production of CD's or DVD's, or shared access to ftp sites to distribute graphics files.

Creates video and sound files from available resources such as advertising agency video or radio advertising.

Coordinates and manages Festival brochures, flyers, and signage production in coordination with Festivals & Events Manager. Supports web based Festivals software and resources.

On-site coordination of Bureau Co-op photo shoots when directed.

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

Performs other duties as assigned by Assistant Director of Marketing & Communications.

Supervisory Responsibilities

This job has no supervisory responsibilities.

Organizational Competencies

To perform the job successfully, an 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.

Requirements:

- Bachelor degree preferred, but minimum of Associate's degree and 3 years relevant experience.
- Previous experience in designing for web, HTML/CSS, Flash, and web authoring software required
- Experience with Content Management Systems (Wordpress, Kintera, Joomla, etc.)
- Proficient in Adobe Creative Suite Software, specifically Photoshop, InDesign and Illustrator.
- Proficient in Microsoft Office Professional.
- Experience with FTP software and Microsoft CRM integration is preferred.
- Understanding of production, pre-press, print and web-based technologies