

We're Hiring!

Marketing Manager

Santa Monica Travel & Tourism (SMTT) seeks a Marketing Manager at the rate of \$70-80k annually plus a full benefits package. The Marketing Manager will oversee and execute community campaigns and programs across a variety of platforms and will be responsible for various initiatives to support the sales and marketing needs of all SMTT departments. This position will manage the Marketing Coordinator and Marketing Assistant. Reports directly to the Director of Marketing.

Responsibilities

- Lead campaigns geared toward local community and city-wide events.
- Liaise with local businesses and members of the community.
- Provide marketing support to SMTT departments as needed (Santa MoniCARES – SMTT's nonprofit foundation, Business Development, Visitor Services, Client Services and Operations).
- Work in partnership with Director of Marketing to oversee SantaMonica.com, content management and SEO.
- Create content, format and publish social media content.
- Contribute to and assist in maintaining a monthly content calendar.
- Build and deploy e-newsletters using SMTT's email marketing system, Constant Contact, and CRM system Simpleview.
- Manage and optimize the organization's CRM; add and remove businesses, contacts and accounts; assign business listings.
- Traffic and manage internal marketing requests.
- Support the production of Official Visitors Publications, including content direction, copy/layout, format exploration, photography, etc.
- Manage distribution of Official Visitors materials.
- Manage assigned line items and programs within the Marketing budget.
- Draft, maintain and update department and organization SOPs.
- Provide general departmental and organizational support to leadership.
- Remain up to date on the latest technologies and trends and provide recommendations on improving overall user experiences, engagement and ease of navigation for various audiences.
- Manage schedules, budgets, assets, and overall project organization to ensure requirements and project delivery dates are clearly communicated, understood, and executed upon.
- Represent SMTT at community events and tourism industry functions. Occasional nights and/or weekends may be required.

- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Full & Part Time Employment Opportunities**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

Qualifications & Requirements

- 4-6 years of professional experience in marketing or related field.
- Bachelor's Degree in marketing or related field.
- Experience managing direct reports.
- Experience with website management and working knowledge of CMS systems.
- Familiarity with using social media for business, including Instagram, Facebook, TikTok, Twitter and YouTube.
- Detail-oriented, yet efficient, with high standards for work products.
- Excellent time management skills and the ability to develop working timelines.
- Impeccable and effective writing, editing, and verbal communication skills.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Attention to detail and problem-solving skills.
- Knowledge of Microsoft Office, Mac OS, database experience.
- Knowledge of Santa Monica a plus.
- Design skills a plus.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk, and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.
- We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity, or other protected characteristics.

Apply Today!

Email the subject line MKTMGR2023 with your resume to employment@santamonica.com

About Santa Monica Travel & Tourism

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit www.santamonica.com.