

We're Hiring! **Community Marketing Manager**

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

Responsibilities

- Hybrid work from home and in-office position as required; will include offsite events and other remote activities.
- Lead and continually monitor campaigns geared toward local and community audiences.
- Provide community campaign reporting.
- Oversee Partner Portal and liaise with local businesses and members of the community.
- Provide marketing support to SMTT departments as needed.
- Manage and optimize the organization's CRM.
- Manage distribution of Official Visitor Guide and Map.
- Work in partnership with Director of Marketing to oversee SantaMonica.com, content management and SEO from a consumer-facing standpoint.
- Create content, format and publish blog posts.
- 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.
- Oversee marketing responsibilities for SMTT's annual Tourism Summit event.
- Oversee assigned line items and programs within the Marketing Budget.
- Manage consumer-facing projects with the Marketing Coordinator and Marketing Assistant.
- Provide general departmental and organizational support to Directors and C-suite.
- Draft and update Marketing and organization-wide Standard Operational Procedures (SOPs) as needed.
- Remain up to date on the latest technologies and trends and provide recommendations on improving overall user experiences 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.

Qualifications & Requirements

- Bachelor's Degree and 4-6 years of professional experience in marketing or related field.
- Experience managing direct reports.
- Experience with campaign management and metrics reporting.
- Website management experience and working knowledge of CMS systems.
- CRM experience.
- 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.
- 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.

- ⇒ **Hybrid work from home**
- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

Apply Today!

Email a cover letter & resume to employment@santamonica.com with the subject line CMM23.

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 in-office/work from home organization. For more information about our organization, please visit www.santamonica.com.