



Marketing Manager

Summary

Visit Tyler is seeking a dynamic and strategic individual to serve as the **Marketing Manager**. This role, reporting to the President of Visit Tyler, is responsible for creating, maintaining, and optimizing both the company's social media presence and website, focusing on content creation, engagement, analytics, and ensuring a positive online experience.

Key responsibilities include overseeing social media efforts, the website, the Visit Tyler Store, and supporting Visit Tyler, SPORTyler, and The Earl Campbell Tyler Rose Award team in achieving their goals through effective social media and website strategies.

Essential Job Functions & Other Important Duties

Essential Job Functions:

- *Strategy Development:*
 - Develop and implement social media strategies aligned with the company's overall marketing goals.
 - Create and manage social media calendars and content plans.
- *Content Creation and Curation:*
 - Develop and create engaging, high-quality content for various social media platforms including digital content and high-quality photography for publicity.
 - Ensure content is consistent with brand guidelines and messaging.
 - Promotion of travel and tourism businesses throughout Tyler.
 - Promotion of city-owned tourism facilities, including, but not limited to the Rose Garden Center, W.T. Brookshire Conference Center, Tyler Pounds Regional Airport, Goodman Museum, Liberty Hall, Gallery Main Street, Downtown Tyler, and all city parks, trails, and recreational facilities.
- *Social Media Monitoring and Engagement:*
 - Monitor social media channels for mentions, comments, and messages.
 - Respond to inquiries, comments, and messages in a timely and professional manner.
 - Engage with followers and participate in relevant conversations.
- *Community Management:*
 - Build and maintain a strong online community around the brand.
 - Foster positive interactions and address any negative feedback or issues.
 - Moderate social media channels and remove inappropriate content.
- *Data Analysis and Reporting:*
 - Track and analyze social media performance metrics.
 - Prepare reports and presentations on social media performance.
- *Website Management:*
 - Developing, updating, and maintaining website content, including text, images, videos, and other multimedia for VisitTyler.com, in addition to assisting with EarlCampbellAward.com, as needed.
 - Ensuring content is accurate, relevant, and aligned with the organization's goals.
 - Conducting content audits to identify gaps and redundancies.
 - Creating and implementing content schedules.
- *Website Functionality and Maintenance:*
 - Ensuring the website is functioning properly and resolving technical issues.
 - Monitoring website performance and identifying areas for improvement.
 - Working with website hosts on ensuring website accessibility and usability.

- *Digital Marketing and SEO:*
 - Optimizing SEO strategies to increase website visibility.
 - Analyzing website analytics and user data to track performance and identify areas for improvement.
 - Developing and implementing online marketing strategies to increase traffic and engagement.
- *Technical Skills:*
 - Understanding of web development best practices.
 - Experience with website analytics tools.
- *Collaboration and Communication:*
 - Serving as a point of contact for website-related issues.
- *Other Responsibilities:*
 - Staying updated on industry trends and technologies.

Other Important Duties:

- *Manage the Visit Tyler Store*
 - Order product with approval from President of Visit Tyler
 - Contract with local artists
 - Review sales
 - Conduct quarterly audits.
 - Organize display
- Performs other related duties as assigned.

Required Knowledge and Skills:

- Exceptional skills in managing social media channels.
- Demonstrated proficiency in managing the backend of a high-traffic, multi-link website.
- Skills in communicating with a wide variety of people.
- Skills in establishing and maintaining effective working relationships with co-workers and outside agencies.
- Skills in organizing workflow and managing multiple projects.
- Proficient in verbal and writing skills, including a command of grammar, usage, and vocabulary.
- Proficient in the use of computers and related equipment, hardware, and software applicable to area of assignment, specifically *Adobe Creative Suites: Illustrator, Photoshop, Canva, Microsoft Word, Power Point, and Excel.*
- Proficient in the following programs: *Google Analytics, Hootsuite, Sprout Social, and Constant Contact.*
- Proficient in *Square* for Visitor Center store purchases and management.
- Ability to work under deadlines.
- Ability to define and resolve problems quickly and effectively.
- Regularly updating and maintaining website content to ensure it remains relevant, accurate, and engaging.

Preferred Education, Experience, and Certifications:

- Bachelor's degree in marketing, communications, journalism, or related field plus two (2) years of increasingly responsible experience in marketing or equivalent combination of education and experience.
- Must possess valid State of Texas Driver's License

Accountability:

- Report directly to the President of Visit Tyler
- Yearly evaluation at end of fiscal year based on overall work attitude and ability to perform described duties.

Environmental Factors & Conditions/Physical Requirements:

- Must be physically present at the workplace, in the office building, to perform the duties of this position. This IS NOT a remote position.
- Some work is performed off site to gather information on partner businesses and/or special events.
- Reliable transportation.
- May be subject to repetitive motion such as typing, data entry, and vision to monitor.
- Ability to lift 30 pounds.
- May be subject to extended periods of standing, bending, reaching, kneeling, and lifting such as setting up for meetings and events, and transporting materials and supplies for presentations and programs.
- Occasional travel and overnights required for tradeshow, conferences, and trainings, as needed.