



Digital Communications & Promotions Manager

Position Summary

The Digital Communications & Promotions Manager is responsible for digital marketing and the supporting messaging content for Cherry Creek North including but not limited to: developing and implementing defined strategies for CCN's digital assets; digital content creation for web, social and newsletter platforms; creating and managing internal and external communications with merchants and the general public; as well as, promotional and implementation oversight for district events and seasonal activations.

Primary Functions

- Initiates and manages Cherry Creek North's various digital marketing channels including but not limited to internal & external newsletter & email marketing programs, multiple social media channels, website updates and maintenance, content management system, emergency contact database. Specifically, the following:

Digital Asset Management & Content Creation:

- Leads internal and external email marketing efforts including content creation, strategy, digital promotions and evaluation/optimization. All efforts lead to the goals of increasing engagement, tracking and clearly communicating core messages to constituents
- Develops and implements social media strategies as they align with the annual marketing plan as well as oversee and make recommendations about improving social media metrics
- Maintains and updates CCN website regularly
- Keeps digital marketing materials up to date; audits website content; tests website functions and integrations; interfaces with web development team and digital agency as needed to oversee enhancements and fixes to <https://cherrycreeknorth.com>
- Manages and reports on web analytics
- Produces monthly website, email marketing and social media metric reports and develops and recommends operational strategies from reports to enhance effectiveness of these platforms
- Manages and oversees Search Engine Optimization (SEO) efforts including collaborating with digital agency to identify improvements, implement plans and ensure the CCN brand is accurately reflected throughout
- Assists with marketing and advertising campaigns across various digital channels; implements, manages and optimizes digital campaign tracking tools
- Manages all digital content marketing efforts, including content curation, social media, photography, videography, etc.
- Utilizes the organization's merchant database to maintain and create segmented contact lists for focused outreach and marketing purposes

- Oversees CCN image and video libraries
- Supports CCN team with content management system updates and accuracy

Communications:

- Builds cohesive working relationships with merchants and constituents while exhibiting outstanding interpersonal skills
- Generates merchant engagement for promotional efforts through digital and personal outreach and follow up
- Communicates regular stakeholder updates to merchants from state, county and community partners about relevant business resources and opportunities
- Monitors press coverage for Cherry Creek North BID, constituents, industry, and community partner news and compiles monthly coverage reports
- Assists with design related to printed reports, banners, apparel, collateral, signage, maps and more

Promotional Management:

- Assists Director of Marketing & Communications on the development / implementation of annual marketing plan
- Tracks and manages sponsorship fulfillment process for signature events
- Manages outsourced event producers for signature and seasonal events / district activations
- Manages CCN's promotional efforts for seasonal promotions, signature events and district activations including online marketing and on-site logistical support responsibilities

Required Competencies

Industry

- At least 3-5 years of work experience in digital marketing, website development, digital communications or related profession
- Previous destination, hospitality and/or retail marketing experience
- Experience in event management and/or event marketing
- Bachelor's degree required

Management

- Excels in written and verbal communication skills, including working with large groups and media
- Exhibits exceptional interpersonal skills to communicate clearly and effectively to both consumer and business audiences
- Ability to establish and maintain positive productive relationships with a myriad of stakeholder with varied needs under rapidly changing conditions while also exhibiting flexibility with communication style to best address the audience
- Demonstrated skills in program management, working with a diverse client base of businesses (public and private entities)
- Strong organizational skills and detail oriented
- Ability to prioritize in order to meet internal and external needs and deadlines
- Proven ability to follow through to complete tasks manage projects

- Keen awareness and adherence to budgetary guidelines
- A desire to work in a fast-paced environment with frequently changing conditions
- Demonstrate ability to work in a team-oriented environment
- Ability to serve as CCN primary point of contact during events and district activations

Technical Skills

- Intermediate to advanced knowledge of HTML
- Social channels including Facebook, YouTube, Instagram, Twitter, Pinterest, Slack and LinkedIn, plus awareness of emerging social media platforms and trends
- Google Analytics experience
- Proficiency using Canva and/or Adobe Creative Cloud (Suite), especially Photoshop, Illustrator, InDesign
- Experience with market channel testing and metrics reporting
- Basic knowledge CSS, PHP and responsive design
- Working knowledge of Microsoft Office Suite including Word, Excel, PowerPoint, SharePoint and Teams
- Intermediate knowledge of Citylight Cloud

Working 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. Primarily an office environment with frequent screen time, emails and occasional telephone calls, and walk-in customers, combined with periods of active outdoor event management/oversight.

Physical Activities

The physical demands described here are representative of those that must be met by an 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.

Body Movement: Physical mobility to work in an office setting as well as moving through the district. Sit and stand while performing duties. Repetitive hand movement while keyboarding and writing. Some lifting of less than 50 lbs. is required during select periods as well as increased physical activity during events and district activations.

Vision: Uses sight in the normal range with or without correction to perform duties.

Hearing: Uses hearing in the normal range with or without correction to perform duties.

Note:

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with this job.

To Apply:

Send your resume, cover letter and writing samples (no more than two) to HR@cherrycreeknorth.com with the this completed [employment application](#) attached. The subject line should read: Digital Communications & Promotions Manager

Additionally, please include responses to the two questions:

1. In one sentence, why are your passionate about this position?
2. What is your best digital marketing success story? What actions did you take and what was the successful outcome?

The salary range for this position \$64,000 - \$68,000 plus benefits.