

DIGITAL MARKETING STRATEGIST

The Downtown Norfolk Council (DNC) is seeking a creative, data-driven, and strategic individual to join our team as a Digital Marketing Strategist. The ideal candidate will have 4-6 years of experience in digital marketing, with a proven track record of developing and executing successful online marketing strategies. They should be a proactive problem solver, an analytical thinker, and have a passion for enhancing the visibility and engagement of our brand across digital platforms.

JOB PURPOSE

Reporting to the Director of Marketing & Communications, the Digital Marketing Strategist will be responsible for developing, implementing, and optimizing digital marketing strategies that support the goals of the DNC, including through DNC's social media channels, website, and e-communications. This role will focus on elevating our online presence, driving engagement, and maximizing the effectiveness of our various channels.

ROLES & RESPONSIBILITIES

Essential functions of the Marketing Specialist include but are not limited to the following:

- **Digital Strategy Development:** Collaborate with the Director of Marketing to create a comprehensive digital marketing strategy that supports DNC's mission and enhances the online presence of DNC's three brands (Downtown Norfolk, NEON District, and Selden Market) across social media, email, and web platforms.
- **Social Media Management:** Oversee the social media calendar, including planning and creating content for platforms like Instagram, LinkedIn, X, and Facebook. Engage with followers, monitor trends, and manage live social media coverage during events.
- **Content Creation:** Develop high-quality, engaging content tailored to various digital platforms, including social media posts, blog articles, email newsletters, and website copy. Ensure content aligns with brand voice and resonates with target audiences.
- **Photography & Visual Content:** Capture and edit photographs for use across digital and print platforms. Utilize photography to enhance social media posts, website content, and marketing materials.
- **Analytics & Reporting:** Utilize digital analytics tools (e.g., Google Analytics, social media insights) to monitor and evaluate the performance of digital campaigns. Provide regular reports with insights and recommendations to optimize future marketing efforts.
- **Campaign Management:** Plan and execute digital marketing campaigns to promote DNC events, initiatives, memberships, and other organizational priorities. This includes managing paid media campaigns, SEO/SEM efforts, and content marketing initiatives.
- **Email Marketing:** Lead the creation and execution of email marketing campaigns, including automated workflows, segmentation, and A/B testing. Analyze email performance and optimize strategies based on data-driven insights.
- **Website Management:** Maintain and update the DNC and NEON District website using CMS and CRM tools. Ensure accuracy, relevance, and SEO optimization of web content,

including events calendar, business listings, member lists, and blog posts. Collaborate with the team to implement web-based projects and improvements.

- **Collaboration & Communication:** Work closely with the marketing team and other departments to ensure alignment of digital strategies with overall organizational goals. Support the team with day-of-event marketing efforts and other initiatives.
- **Collaboration & Event Support:** Collaborate with the marketing team on the promotion, execution, and day-of support for various initiatives and events, such as Holidays in the City and the Grand Illumination Parade, Restaurant Week, and Member Engagement Events and Activities.
- **Annual Guide to Downtown Norfolk:** Solicit, track, edit and maintain information to produce annual Guide to Downtown Norfolk and corresponding web-based information.
- **Relationship Building:** Cultivate and maintain professional relationships with a variety of external contacts, including city staff, community organizations, stakeholders, DNC members, and Downtown businesses.
- **In-House Design Projects:** Assist with small in-house design projects, including the creation of graphics and promotional materials.
- **Marketing Materials Management:** Work with the Ambassador team to ensure the distribution of up-to-date marketing materials and organize and maintain the marketing communication asset library.
- **Other Duties as Assigned:** At the discretion of the Director of Marketing & Communications and President & CEO, take on additional responsibilities as needed.

DESIRED EXPERIENCE & SKILLS

- 4-6 years of experience in digital marketing, with a focus on strategy development and execution.
- Strong analytical skills and experience with digital marketing analytics tools.
- Excellent written and verbal communication skills, with the ability to create compelling content across digital channels.
- Proficiency in social media management, email marketing, SEO/SEM, and content management systems.
- Experience with photography, including capturing and editing photos for digital and print use.
- Adobe Creative Suite competency or proficiency and an eye for design.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- A proactive approach to problem-solving, with a creative and strategic mindset.
- Familiarity with and passion for Downtown Norfolk is preferred.
- Bachelor's degree in marketing, communications, business, or a related field is preferred.

WORKING CONDITIONS

- Ability to occasionally work extended hours, including mornings and evenings, for events and meetings as needed.



- This role may require occasional travel within Downtown Norfolk for event coverage and meetings.

COMPENSATION & BENEFITS

Downtown Norfolk Council offers the opportunity to make a difference in Downtown Norfolk

- Salary range: \$55,000-\$60,000
- Medical, dental, and vision insurance
- Vacation, sick, and holiday pay
- 401K

TO APPLY

Send resume and cover letter to: careers@downtownnorfolk.org.

Applications will be accepted through **October 14, 2024**.

Applicants selected for interviews will be required to provide references, undergo a background check, and complete a pre-employment assessment.