

Position Description

Job Title: Director of Online Marketing Technologies	Classification: FT, Salaried Exempt
Department: Sales & Marketing	Reports To: VP of Sales & Marketing
	Revision Date: June 1, 2010

Position Overview

Oversee the development and implementation of all interactive marketing initiatives. Assist in developing marketing programs for the Bureau through web site, email, newsletter and collateral development. Manage all aspects of Bureau's tracking efforts. Facilitate staff training and support as it relates to software and hardware development. Facilitate database management and all activities associated with internet marketing. Must have up-to-date knowledge in all aspects of current technology trends including social media.

Essential Job Functions

- Web Site Management and E-promotions (45%)
 - Develops, designs, updates and creates content, graphics, video and imagery for web site.
 - Manages all forms of social media applications.
 - Continuously researches "benchmark" web sites for innovative design and technology features.
 - Performs continual updates of Bureau's web site.
 - Works closely with other staff to create e-commerce promotions; develops, implements and manages campaign and oversees the email marketing process.
 - Manages Bureau's URL's.
 - Manages web site search engine optimization, strategic development and budgeting.
 - Oversees web site banner ad sales program.
- Database Management and E-marketing (30%)
 - Manages Bureau's marketing databases, including marketing distribution lists for all markets.
 - Designs, modifies and maintains relationship and client databases.
 - Performs data mining activities.
 - Manages database information for e-marketing programs and purposes.
 - Conducts monthly analysis of all marketing initiatives and results as it relates to web marketing.
- Technology Systems Management (15%)
 - Determines technology hardware and software needs and researches and recommends hardware and software purchases and upgrades.
 - Develops the technology plan and proposes annual budget for capital equipment and service needs.
 - Primary liaison with IT Independent Contractor; assists in selecting providers and manages all aspects of vendor relationships relative to technology needs.
 - Manages the communication systems, including internet service provider and telephone system.

Non-essential Job Functions (10%)

- Attends appropriate meetings as needed.
- Serves as back-up in performing maintenance/update/clean-up of database input.
- Assists other staff with functional area-specific databases to ensure the capability of consolidation into Bureau's monthly reporting processes.
- Works in collaboration with and provides monthly sales reports and statistics to VP of Sales & Marketing.

- Supports Bureau staff, including clerical or telephone support, as needed.
- Contributes to annual budget as it pertains to Online Marketing Technologies.
- Performs any other appropriate duties as assigned by the VP of Sales & Marketing.

Position Requirements

- Education & Experience
 - Bachelors Degree in telecommunications with an emphasis in sales, marketing and communications technology or an equivalent combination of college-level coursework and experience in a related area is required.
 - Specialized computer certifications, such as network administration, are helpful.
 - One to three years experience in marketing with an audience focus, promotion, with demonstrated experience in dealing with technology issues and formats is required.
 - Community relations experience in dealing with the public and community groups is helpful.
- Skills & Knowledge
 - Demonstrated knowledge in the areas of marketing, promotions and sales to an audience.
 - Understanding of the principles of e-commerce and techniques of reaching a distant audience.
 - Demonstrated hands-on knowledge of network systems, a variety of computer hardware/equipment, and a variety of software used in advertising/publishing.
 - Good analytical skills, in terms of identifying technology needs.
 - Ability to write ad internet marketing copy.
 - Good verbal and written communication skills in order to convey concepts accurately to designers and vendors, as well as, to negotiate successfully with vendors for services and products.
 - Ability to develop short and long-term strategies with action plans along with budgets.
 - Advanced user knowledge of the following software, sufficient for performing direct tasks as well as training others to use:
 - Adobe Acrobat Writer & Reader
 - Web-based database programs
 - Microsoft Office applications
 - Dream Weaver or FrontPage
 - Internet/Email access and utilization
 - Layout software (i.e. Illustrator, Photoshop, Publisher, etc.)
- Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions
 - Cognitive and reasoning ability to compare and analyze data.
 - Conceptual ability to develop creative programs and products.
 - Ability to sit at desk for 6-8 hours per day.
 - Ability to operate computer key board and view computer screen for 7-8 hours per day.
 - Must be able to hear and converse via telephone and in person.
 - Must be able to bend and stretch to reach file drawers.
 - May be required to lift boxes and small equipment up to 50 pounds in weight.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.