

Job Title: Brand & Website Manager

Job Category: Marketing – Exempt

Reports To: Vice President of Marketing & Operations

Summary: The Brand & Website Manager is responsible for maintain graphic design and branding for all collateral and ads, managing Simpleview and STR data/programs, maintain and update website driving business to Alpharetta hotels, maintain calendar of events, and supporting all functions of the Bureau with creative strategies. Manages all technical aspects of Bureau's website, including design, layout, functionality, and content.

Duties & Responsibilities

Website	
Track all web statistics using Google Analytics 4	
Make all changes and updates to the website as webmaster	
Stage and deploy new and updated content and landing pages on website	
Find, diagnose, and fix content problems, including broken links, typographical errors, and formatting inconsistencies	
Coordinate with the Vice President of Marketing & Operations to optimize SEO and SEM strategies to drive traffic to the website	
Incorporate website enhancements as warranted	
Coordinate website marketing activities with other staff members	
Proven work experience with WordPress and good understanding of website architecture and aesthetics	
Troubleshoot and debug WordPress website and web applications. Perform regular maintenance tasks including theme updates, plugin updates and security updates	
Assist in the creation of electronic newsletters, maps, special promotional offers, photos, videos and the conversion of all printed collateral material to an electronic format	
Research, evaluate and implement appropriate promotional programs to attract users to the website including hyperlinks and cooperative partnerships	
Support programs and events that enrich experiences for residents and visitors	
Generate monthly, quarterly and year-end website reports that include website traffic and trends	
Communicate with community partners to identify and update website and collateral content as needed	
Assist with developing marketing giveaways and promotions that incorporate ACVB's branding	
Attend meetings designated by President or Senior Director of Marketing & Operations	
Train Bureau staff on Simpleview and other applications as needed	
Remain current with emerging digital technologies.	
Work with the Bureau's hotel members by presenting technology opportunities to them and training hotel staff on Simpleview	
Support all functions of bureau with visual and creative efforts	
Camera Ready Program	
Work with State of GA & GNFFC on bringing films to Alpharetta and maintain partner database for finding locations	
Collaboration:	
Assist Vice President of Marketing & Operations in development of Bureau collateral materials; special projects and brainstorming of packages and promotions as needed	
Proofread as needed	
Graphic Design	
Strong knowledge of Adobe Creative Suite products including Photoshop, Illustrator and InDesign	
Keen eye for design and be able to think creatively and produce visually appealing designs with limited creative direction that represent our brand	
Create graphic designs for consistence in branding of all bureau collateral materials, ads, flyers, presentations, etc.; work with printers as needed with Senior Director of Marketing & Operations	
Provide high-quality graphic design elements for print, digital, tradeshow displays	

Ensure that all deadlines are met and that materials created are to brand standard	
<i>Professional Development/Research:</i>	
Observe other CVB & tourism websites and collateral to analyze how they position their destination brand and graphics	
Continuously research and develop ideas on how to promote Alpharetta	

Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with a job. They are intended to be reflections of the principal job elements essential for that position. The Alpharetta Convention and Visitors Bureau reserves the right to revise this description, as necessary.