Arizona Science Center
Job Description

Job Title: Digital Marketing Manager
Department: Marketing and Sales
Reports To: Chief Marketing Officer
FLSA Status: Exempt

SUMMARY

Leverage your marketing and technical skills to make a difference in the community! The Digital Marketing Manager leads Arizona Science Center's digital marketing efforts to drive visits and memberships. This encompasses website development, search engine optimization, paid search, and display/retargeting. He/she also oversees creation and on-going refinement of on- and off-line content, including drafting copy and partnering with our in-house graphics team to deliver creative that captures our unique experience and impact on our community. His/her efforts will market the Center overall, as well as the 5-story Flinn Theater, Dorrance Planetarium, exhibits, CREATE makerspace, learning programs, traveling exhibitions and new signature programs and events.

EQUAL EMPLOYMENT OPPORTUNITY

Arizona Science Center maintains a strong policy of equal employment opportunity for all Employees and applicants. We recruit, hire, train, promote, compensate and dismiss Employees on the basis of such factors as experience, character, ability and skill, without regard to race, color, religion, sex, sexual orientation, national origin or heritage, age, marital or veteran status, disability, citizenship, or any other status protected by federal, state or local law.

ACCOMMODATIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Works as a technical and strategic "hybrid", with subject matter expertise in content management systems and in our technical backend, as well as UX to ensure human-centered design and functionality. Reports to our Chief Marketing Officer, who oversees the majority of the Center's onsite and online sales.
- Purchases all online media, including but not limited to paid search (partially funded via Google Grant), remarketing/display and paid social. Monitors daily results versus goals and modifies spend accordingly.
- Assertively manages our digital dashboard, working to optimize traffic, conversion and ROI—both on and offline. Executes ongoing A/B testing (new landing pages, offers, etc.)

- Oversees web development (with support of our web agency), web content, user experience and search engine optimization. Updates web content via Umbraco, our CMS platform. Able to customize the architecture and possesses an understanding of cross-platform compatibility.
- Partners with our Chief Information and Analytics Officer to o leverage our data and transactional database.
- Partners with our PR & Social Media and Events team members to ensure efforts are integrated and social media and press releases/earned media efforts are SEO-optimized.
- Develops and sends e-blasts to our members and key stakeholders.
- Assists with copywriting, proofreading and content distribution.
- Contributes to overall marketing and sales strategies and plans.
- As part of the broader Marketing & Sales team, coordinates and assists with special events as needed (e.g. Science With a Twist, Fry's Free Weekend, etc.).
- Diligently keeps up with the ever-changing digital space and advances in technology. Regularly shares this learning with the team.
- Interacts daily with employees and management from other departments.
- Other duties to support Marketing and Sales, as assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree from four-year college or university, ideally in computer science, marketing, or related field.
- 3+ years' experience buying and planning digital media and overseeing web content development.
- Familiar with .net platform. Working knowledge of HTML, CSS and JavaScript. Experience with Tessitura database a plus.
- Expert in the principles of SEO. Keeps up with the latest thinking, algorithm updates.
- Outstanding analytic skills. Strong command of Google Analytics, along with perspective on other analytic tools.
- Familiar with Basecamp, Wordfly, InDesign, Photoshop, and Microsoft Office.
- Ecommerce experience a plus.
- Must be a self-starter and a strong project manager comfortable with competing deadlines and multitasking.
- Outstanding verbal and written communication skills.
- Organized and efficient.
- Creative problem solver with the ability to work independently, as well as within a team environment.

SUPERVISORY RESPONSIBILITIES

Does not have any day-to-day supervisory responsibilities. However, the Digital Marketing Manager may lead ad hoc task forces or project teams in conjunction with a special project or event, as well as work with a rotation of interns.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS

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.

While performing the duties of this job, the employee is regularly required to sit; use hands to handle and feel. The employee frequently is required to stand and walk. The employee is occasionally required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, and color vision.

Specific job duties that require the physical demands selected above include working with printed colored materials and film viewing.

This job also requires the use of a computer which will be placed somewhere in the employee's workspace. The employee must have the necessary keyboard and computer mouse skills as well as the ability to read a color monitor.

WORK 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.

The noise level in the work environment is usually moderate.

TO APPLY

Please submit resume and cover letter to Human Resources at hr@azscience.org using subject line *Last Name, First Name, Digital Marketing Manager*. No phone calls please.