



NEWPORT BEACH & COMPANY

Company: Newport Beach & Company/Visit Newport Beach
Position: Director of Digital
Job Type: Full-Time Employee
Reports to: Senior Vice President & CMO

About Newport Beach & Company:

Newport Beach & Company is fulfilling the strategic vision to become the destination marketing organization (DMO) of the future, where creative and innovative solutions that support business goals are the norm and all team members, activities and actions reflect the highest standards of excellence in the industry.

About You:

Are you a visionary digital marketing leader with a passion for driving brand success in the digital space? Newport Beach & Company/Visit Newport is seeking a dynamic Director of Digital Marketing to spearhead our online marketing initiatives and elevate our brand to new heights. This role's core responsibility will be driving growth through digital channels and optimizing performance with data and strategy, in an ever changing and evolving digital landscape.

Duties and Responsibilities (Including but not limited to the following):

Leadership and Strategy:

- Lead all digital marketing efforts, becoming the go-to expert for all digital needs.
- Develop and execute a comprehensive digital marketing plan.
- Manage and direct the development and relationships of Visit Newport Beach, Enterprise, Dine and Celebrate digital needs, including project management of content, digital outreach, distribution, and analysis.

Campaign Management:

- Work closely with Senior Brand Director on all campaign rollouts to ensure consistent and cohesive brand guidelines are met on all digital programming.
- Develop, implement, and manage innovative online marketing campaigns.
- Boost brand awareness and drive qualified website traffic for Newport Beach & Company and its subsidiaries.
- Head up all email marketing campaigns, including partner, consumer e-blasts, and complete all campaigns with thorough performance analysis and recommendations.

Budget and Financial Management:

- Direct the allocation for the digital marketing budget on monthly and annual budgeting.
- Submit all division invoices and billing requests to the finance department for processing.
- Create annual content marketing budgets and manage monthly spending.

Digital Asset Management:

- Lead the Digital Asset Management system to add/enter, tag, organize, and maintain the DAM database and integration with the website.

- Oversee and update the organization's digital asset library, including the asset management platform.

Content Strategy and Management:

- Develop and execute seasonal content strategies aligned with short- and long-term goals and the organization's mission.
- Manage website content (CMS), Search Engine Optimization (SEO), Accessibility (WACG), and Quality Assurance programs.
- Work with Marketing & Partnership Coordinator to maintain a master calendar of promotions and events for fiscal year planning and execution.

Partnership and Offer Management:

- Direct Marketing & Partnership Coordinator to manage, collect, and incorporate all partner offers, developing offer guidelines to ensure high-quality, effective offers from partners.
- Act as the lead to evaluate and implement all new digital opportunities for possible partnerships for NB&Co business units.

Analytics and Reporting:

- Monitor online analytic systems (Google Universal Analytics) for reporting on digital marketing initiatives.
- Direct content and digital marketing strategy with insights from analysis.
- Establish and track performance metrics for all social, content, and organic digital projects.
- Produce weekly, monthly, and yearly reports to communicate the status of key performance metrics and programs.

Technology and Tools:

- Use Salesforce and FloDesk to enhance digital marketing initiatives and explore other marketing uses for the program.
- Continue to learn new technology skills, including AI, Photoshop, Illustrator, and InDesign.

Team Leadership:

- Work closely with the Senior Brand Director and Social Media Manager on social strategy and paid social programming.
- Manage various projects from the Senior Brand Director, including email, paid search, media, mobile, video, and content.

Platform and Compliance Management:

- Manage destination website via Wordpress.
- Administrator of company-wide platforms, including CMS, Facebook Business Manager, Social Media Channels, and others, ensuring compliance with best practices.

Qualifications

- Must reside in Orange County, California and have an understanding of Newport Beach
- 5+ years of digital marketing experience.
- Bachelor's degree in marketing, hospitality or related field.
- Voracious news and content consumer with a finger on the pulse of happenings in the world, with social media/internet culture and the latest in industry trends.
- Strong computer ability and knowledge in desktop publishing and online.
- Excellent writer and proofreading ability.
- Strong understanding of SEO, SEM, content marketing, social media marketing, and email marketing.

- Good analytical skills and ability to generate reports.
- Excellent computer skills with knowledge of MAC and PC applications.
- Knowledge of CRM tools and email tools such as SalesForce and FloDesk.
- Excellent organizational skills and the ability to multi-task and manage multiple projects simultaneously.
- Demonstrated self-starter with exceptional attention to detail and follow through.
- Projects an enthusiastic and professional appearance.
- Ability to think creatively and innovatively.
- Video production and video editing experience a plus.
- Experience with social listening and analytics tools.
- Content creator, multi-tasker, self-starter, team-player, quality enforcer and grammar police.
- Ability to maintain confidentiality of organization and partner information.

Preferred:

- Luxury sector experience or brand building.

Benefits:

- Hybrid Work Environment
- 401(k) voluntary employee contribution with up to 5% company match
- 401(k) automatic 3% profit sharing (no-match required)
- 9/80 Flexible schedule
- Flexible Spending Account
- 100% Company-Paid Health Insurance
- Dental insurance
- Vision Insurance
- Life Insurance
- Disability Insurance
- Paid Time Off
- New Employee Referral Program
- Education/Tuition Reimbursement
- Wellness Benefit
- Stay & Play Benefit
- Home Internet Stipend

Schedule: Monday to Friday with an optional 9/80 Schedule (every other Friday off)

Location: Hybrid – 3 office days in Newport Beach are required per week.

Salary: \$100,000

How to Apply:

Email your resume and portfolio to jobs@visitnewportbeach.com and include 'Director of Digital' in the subject line. Candidates will not be contacted unless considered for next steps in the interview process. No phone calls, please.