Job Title:	Digital Marketing Manager
FLSA Classification:	Exempt
Department:	Marketing
Reports To:	Chief Marketing Officer
Date:	October 2026

Position summary

The Web & Digital Marketing Manager owns the destination's digital ecosystem: VisitWinstonSalem.com, the Simpleview CRM, and the integrated technologies that connect them. The role makes Winston-Salem easy to find, whether a traveler starts on a search engine, an AI assistant, a social platform, or a partner's site.

This position manages website structure and content, including landing pages and microsites; protects CRM data integrity; leads search strategy across traditional search, AI Overviews, and AI answer engines; and turns analytics into recommendations. The role works across internal teams, the agency of record, vendors, and community partners to deliver the destination message to leisure, meetings and conventions, and sports audiences.

Essential responsibilities

Website and content management

- Manages VisitWinstonSalem.com, including site architecture, navigation, landing pages, and microsites, and directs contracted website providers to ensure optimal performance, marketing, and branding.
- Owns the website editorial calendar in coordination with the communications and content team, including itineraries, blog articles, seasonal campaigns, and segment pages for leisure, meetings, and sports.
- Manages the events calendar and partner listings so content is accurate, complete, and current; reviews the site daily for accuracy, imagery, and timeliness.
- Ensures web content reflects the VWS brand platform, voice, and visual standards.
- Ensures the website meets ADA and WCAG 2.1 AA accessibility standards and incorporates inclusive and accessible travel content.
- Implements user-generated content strategy across the website and digital channels.

Search, AI discoverability, and SEO

- Leads SEO, SEM, and AI search strategy with the agency of record, including monthly strategy calls and implementation of recommendations.
- Optimizes content to be surfaced and cited by AI Overviews and AI assistants such as ChatGPT, Gemini, and Perplexity, and monitors how the destination appears in AI-generated answers.
- Manages structured data and schema markup, Google Business Profile, and technical SEO health.

Simpleview CRM, data, and privacy

- Manages Simpleview CRM and database integrity, including partner records, contacts, activity tracking, and database structure, to support marketing and sales operations.
- Trains and supports partners on updating their Simpleview extranet listings, deals, and events; leads periodic partner digital workshops.
- Develops a first-party data strategy to grow and segment consumer email and contact lists.
- Maintains cookie consent, privacy policy, and data practices in line with current privacy standards.

Analytics and performance reporting

- Prepares monthly website performance reports for the Chief Marketing Officer and stakeholders, with clear findings and recommended actions.
- Integrates web analytics with visitor intelligence and location data tools, where available, to inform strategy and campaign optimization.

Technology, vendor, and partner relations

- Serves as super admin of integrated digital technologies, ensuring tracking, measurement, and platform connectivity work as intended. Current tools include the website CMS, Simpleview CRM, CrowdRiff (UGC and photo/video asset management), Act-On (email marketing), Book Direct (booking and referral), content distribution networks, Google tools and more.
- Researches and evaluates new technologies, including AI tools, to better understand current and potential visitors and strengthen the digital ecosystem.

Education and experience

- Bachelor's degree in marketing, communications, digital media, information systems, or a related field preferred; associate degree or equivalent work experience accepted.
- Minimum five years of experience in digital marketing, web content management, or a related field, ideally in tourism, hospitality, or destination marketing.
- Experience with Simpleview CRM and CMS preferred, or demonstrated experience with comparable CRM and CMS platforms such as Drupal, Word Press, etc.

Skills and tools

- Google Analytics 4, Google Search Console, Google Tag Manager, Looker Studio, and Google Business Profile
- Website CMS administration; working knowledge of HTML and CSS
- SEO, SEM, structured data, and AI search optimization
- Email marketing platforms and list management
- UGC and digital asset management platforms

- Web accessibility (WCAG) and data privacy fundamentals

Competencies

- Translates analytics into clear, actionable recommendations for non-technical audiences
- Manages multiple vendors, projects, and deadlines with strong attention to detail
- Writes and edits clear, on-brand web copy
- Builds productive relationships with partners, agencies, and colleagues
- Stays curious about emerging digital trends, AI tools, and traveler behavior

Travel, physical demands, and work environment

- **Travel:** Up to three overnight trips per year for professional development and industry conferences, such as Simpleview Summit or comparable events.
- **Local transportation:** Reliable transportation and a valid driver's license for local partner meetings, events, and photo or video shoots.
- **Physical demands:** Extended periods of computer work; occasionally lifting up to 25 pounds (event or production equipment); moving through venues and outdoor locations during events and shoots.
- **Schedule:** Primarily standard in office hours, with occasional evening and weekend work for events, campaign launches, and time-sensitive website updates.

Salary Range of $50,000-$60,000 annually