



## Director –Digital Strategy

- Job Purpose:** Ensure that Amelia Island uses best-in-class digital executions to maintain excellent performance as a tourism destination that contributes to the quality of life for all its residents. Using owned and paid digital channels to increase the economic yield of the visitor while minimizing the tourists’ environmental and cultural footprint.
- Overview:** The Director of Digital Strategy will be responsible for creation, development, and implementation of online strategies. Included in the position is management of paid and owned digital channels. Excellent communications skills are essential in providing direction to contracted organizations and coworkers supporting the mission. Responsible for best practices on website, efficient interactive advertising, and event promotions through social and paid media communications.
- Duties:** Manages all technical aspects of Bureau’s web site, including design, layout, functionality and content. Maintains all information on the Bureau’s web site. Ensures content is consistent with Bureau’s destination brand. Regularly refreshes web site content to ensure accuracy and timeliness information.
- May oversee other electronic media efforts. Responsible for developing and implementing interactive programs and marketing tactics that take advantage of emerging technology. Opportunities include database marketing, direct e-mails, blogging and banner advertising. Manage personnel and/or vendor relationships.
- Provide research and data analysis to assist senior management in making decisions regarding Internet marketing strategies.
- Work closely with the Social Media Director to provide recommendations on how to merge latest technology with marketing goals, objectives, plans and strategies.
- Manage vendor agreements for Internet centric programs and all relationships with Bureau’s interactive partners.
- Research, evaluate and implement appropriate promotional programs to attract users to the web site including hyperlinks and cooperative partnerships.
- Remain up-to-date on the latest technologies and trends, including scripting, security issues, e-commerce, authoring tools and graphic design tools.
- Be a recognized expert on interactive trends.
- Competencies:** Display excellence in team leadership; taking initiative; presentation, written and verbal communication skills; interpersonal skills; time management; positive record of influencing others.
- Compensation:** Commensurate with experience. Bonus potential. Two weeks annual personal days off effective six months after day of permanent hire. No cash value.
- Review:** Performance based review and salary at discretion of the CEO/President.