



Remit Cover Letter & Resume to:  
Fargo-Moorhead CVB  
Attn: Andi Thoreson  
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**Position:** Digital Marketing Manager

**Reports to:** Director of Marketing

## **WHAT IS THE F-M CONVENTION AND VISITORS BUREAU (FM CVB)?**

The FM CVB is a non-profit organization that exists to promote the Fargo-Moorhead-West Fargo area as a destination for groups involved with conventions, trade shows, sporting events, as well as the leisurely travelers. We serve the hospitality industry, visitors, and local businesses who may benefit from visitor dollars. Essentially, we're here to share with the rest of the world just how awesome our city really is.

## **WHY WORK FOR THE FM CVB?**

The Fargo-Moorhead community is truly unique, or as we say, North of Normal. Working at the organization charged with promoting the area, is no different. Open communication, collaboration, respect, and embracing new ideas is what we're all about. The FM CVB offers excellent benefits including health, vision, and dental insurance, generous PTO and sick days, company paid cell, bring your dog to work Fridays, and a family friendly environment.

## **POSITION OBJECTIVE AND PURPOSE**

The Digital Marketing Manager will act as a social media/digital marketing guru for the Fargo-Moorhead Convention and Visitors Bureau marketing team. The primary objective of the marketing department is to promote Fargo-Moorhead-West Fargo as a destination, as well as to support the Meeting Sales and Sports departments in marketing strategies/collateral.

The primary responsibilities for this position include managing all social media platforms, e-newsletters, online campaigns (paid and organic), website maintenance, strategic content creation and sharing. The ideal candidate is a true "think outside of the box" type of individual, with a passion for digital marketing. This position will be expected to stay up to date with the latest industry trends and put those into practice on the various social / digital media outlets.

## **PRINCIPAL DUTIES & RESPONSIBILITIES**

- Assist with strategic planning and defining KPIs
- Plan and implement trackable/cohesive inbound digital initiatives
- Build and execute social media and digital strategy through competitive research, platform determination, benchmarking, messaging and audience identification

- Manage / monitor all digital efforts
- Analyze metrics and adjust strategies as needed
- Collaborate with other departments in creation of marketing collateral (meeting sales, sports)
- Aid in vetting and working with 3<sup>rd</sup> party software
- Collaborate with the Multimedia Content Manager to create authentic, engaging, and high-quality content
- Other duties as assigned

## **REQUIREMENTS**

- Proven success with social media/digital campaigns (both paid and organic)
- Experience using management tools (Hootsuite, Coschedule, etc.)
- Experience using digital marketing platforms (Google AdWords & Analytics, SEMRush, Facebook Business Manager, etc.)
- Strategic content creation skills
- Impeccable attention to detail and problem-solving skills
- Positive attitude, ability to work in a collaborative environment
- Experience with Adobe Creative Suites, specifically InDesign and Illustrator, a plus
- BS in Communications, Marketing, Hospitality/Tourism, Business or Public Relations OR 2+ years related experience
- Travel and attendance at industry functions
- Familiarity with, and love for the Fargo-Moorhead-West Fargo community

### **Note:**

Due to the nature of our business, every position at the FM CVB requires flexibility and, at times, assistance that supersedes the job description. This is a general description of the nature of this job and the types of work associated with it. It is by no means complete or exhaustive in its scope.