



Title:	<b>Director of Digital Marketing</b>	Entry Salary:	\$85 - 90k, commensurate with experience
Division:	<b>Marketing, Communications &amp; International Engagement</b>	Location:	Atlanta, GA
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry, locating new markets for Georgia products, attracting tourists to Georgia, promoting the state as a location for film, music, and interactive projects, as well as planning and mobilizing state resources for economic development. GDEcD's Marketing, Communications &amp; International Engagements Division develops and manages all marketing, communications and interactive needs for GDEcD; upholds brand standards; and maintains the Georgia.org, Gaarts.org, Tourism Partner Extranet and Industry portal and ExploreGeorgia.org websites.</p> <p>The Director of Digital Marketing will identify, develop and support business-oriented, web-based marketing opportunities, solutions, and tools, and will oversee the successful development and delivery of all strategic digital deliverables and projects, including web and mobile design, social media content, and digital marketing campaigns. The Director will also monitor trends and provide input to ensure that GDEcD's websites, digital assets, and social media presence are fully integrated and aligned with the overall brand strategy and messaging. Responsibility also includes:</p> <ul style="list-style-type: none"> <li>• Managing and ensuring excellence within the interactive production team and in final projects delivered, and ensuring exceptional quality control and systemized/ documented management of project resources, schedules and budgets related to online and interactive projects.</li> <li>• Overseeing the development of GDEcD's websites to create a seamless user experience and ensure that the end-user can effortlessly navigate website features and functionality.</li> <li>• Ensuring that all web properties are in WCAG/ADA user compliance.</li> <li>• Lead web development and digital strategy for the Department's websites and their respective interactive project plans, including the Mailchimp email platform.</li> <li>• Develop and manage web-based interactive promotional tools for marketing and public relations purposes; create and implement strategic integrated digital marketing plans</li> <li>• Act as the primary liaison with GDEcD's interactive Agency of Record, including contract review, billing, time management, best practices and resource allocations.</li> <li>• Contribute to top-level and detailed design upgrades of <a href="http://Georgia.org">Georgia.org</a> &amp; <a href="http://ExploreGeorgia.org">ExploreGeorgia.org</a>, with a particular focus on mobile design and mobile UX.</li> <li>• Recommend, design, develop and manage web-based interactive self-service tools for external clients of GDEcD teams like Existing Industry, Small Business, and Tourism.</li> <li>• Identify and provide ongoing key measurements, and utilize digital platforms and software programs to track, evaluate, and improve messaging and outreach.</li> <li>• Along with interactive team, analyze visitor traffic reports with corresponding adjustment recommendations to improve site engagement across all assets.</li> </ul>		



Minimum Qualifications and Competencies:	<ul style="list-style-type: none"> <li>• Bachelor's degree in business administration, marketing, video/visual design or a related field AND 5 years of related experience (including designing, editing and maintaining a business website and managing digital projects) that included managing professional level staff; OR 9 years of related experience, including 5 years managing professional level staff.</li> <li>• Extensive knowledge of Wordpress, Drupal CMS, HTML/CSS, Google Analytics, SEO/SEM</li> <li>• Strong knowledge of email marketing best practices, including a strong familiarity with Mailchimp analytics.</li> <li>• Solid understanding of Social Media and functionality from a B2B perspective.</li> <li>• Proficient knowledge of web and mobile architecture, design and implementation, and evaluation tools and processes.</li> <li>• Ability to multitask and thrive in a deadline-driven environment and interact with a diverse set of technical and non-technical stakeholders</li> <li>• Results-oriented creative thinker that is motivated, self-disciplined and has strong analytical, research, and problem-solving skills</li> <li>• Proven ability to manage a project plan and timeline, as well as to manage multiple ongoing projects</li> <li>• Strong written and oral communications skills, including the ability to successfully communicate complicated information to both internal and external partners</li> <li>• Demonstrated experience in driving web traffic and converting it to engagement and action</li> <li>• Excellent understanding of interactive marketing and the digital media landscape with experience in creating and implementing strategic integrated digital marketing plans.</li> </ul>		
Preferred Qualifications:	<ul style="list-style-type: none"> <li>• 5+ years of directly related work experience in economic development</li> <li>• Experience in video production, project management and/or editing</li> <li>• 5+ years working within an interactive communications firm/agency</li> <li>• 3+ years direct supervision of multi-discipline employees</li> <li>• Strong sense of design fundamentals and experience working with designers and producing creative products</li> <li>• Working knowledge of Adobe Creative Suite</li> </ul>		
Travel Required?	Occasionally	Nights, Weekends Required?	Occasionally
Deadline	<b>Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.</b>		

To apply for this position, **you must submit your résumé and cover letter via e-mail to: [jobs@georgia.org](mailto:jobs@georgia.org) no later than the deadline listed above. Include the position title in the subject line** of your e-mail. If you do not have internet access or require accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000.

*All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Applicants who are not selected for interviews will not receive notification.*



*Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record.*

*If selected, male applicants between 18 and 26 years of age must present proof of Selective Service Registration.*

**GDEcD is an Equal Opportunity Employer**