

# Digital Content Manager



**INCUMBENT:** Vacant  
**REPORTS TO:** NCM Dir of Marketing  
**LOCATION:** Bowling Green, KY  
**STATUS:** Full-time, Salaried  
**DATE:** Vacant Until Filled

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## DESCRIPTION

The Digital Content Manager is responsible for establishing and executing digital marketing efforts utilizing best practices to achieve consumer engagement, brand awareness, and revenue goals. This position works cross-functionally with other marketing team members and agencies to influence and measure the digital marketing strategy across multiple lines of business and mediums. The Digital Content Manager plays a critical role in executing paid/unpaid media campaigns across paid search, paid social, display, and video – recommending innovative new ways to expand our audience.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manage execution of digital advertising, campaigns, and tactics including landing pages, creative development, and post-campaign reporting and optimization.
- Communicate insights and opportunities to help refine brand positioning, messaging, targeting, and budgeting allocation.
- Manage campaign development timelines and budgets.
- Working with digital marketing agency vendors.
- Collaborate with other marketing and exhibit team members for the creation and management of all social media platforms (organic and paid).
- Develop, implement, and manage processes to streamline and improve digital marketing reporting, analysis, and continuous improvement processes.
- Create post-campaign performance analysis, improvement plans, and KPI reporting and present them to key internal stakeholders.
- Launch projects from concept to execution, through measurement and reporting.
- Manage day-to-day paid search and paid social campaigns as well as other campaigns across Google Analytics data.
- Optimize bids, keywords, creative, and more across all channels to meet and goal within budget.
- Manage and oversee any support positions such as Digital Content Coordinator.
- Responsibilities are not all-inclusive, additional duties may be assigned.

## EDUCATION/EXPERIENCE

- College degree in marketing or related field or any suitable combination of education and experience.
- 5-7+ years of paid media/performance marketing experience.
- Experience with Google Analytics, Ad, Adwords, and Meta Business Suite.

## **QUALIFICATIONS**

- Be a well-organized and self-directed individual who is a team player.
- Effective written and oral communication skills with the ability to synthesize complex information; understand the needs and interests of target audiences; define and articulate messages; generate effective and compelling content for a variety of vehicles.
- Successful experience with new digital media as communications tools and an understanding of their potential role in reaching strategic business objectives.
- Able to initiate, direct, and execute on projects and initiatives, strong decision aesthetic.
- Must be a resourceful, innovative, creative thinker with a creative and collaborative spirit.
- Direct experience developing content, layout, proofing, editing, testing, and executing digital platforms.
- Ability to understand, interpret, and create content for the museum, sports car, and motorsports concepts.
- Experience with Wordpress CMS, digital analytics and reporting and social media strategy & planning
- Ability to complete multiple tasks, projects, and a high volume of work on deadline.
- Must be able to work with a wide variety of internal and external customers, vendors, and other stakeholders.
- Ability to follow through on assigned tasks with limited supervision.
- Attention to detail and ability to edit and proofread.
- Excellent time management and organizational skills.
- Openness to continuing learning and upgrading of skills.
- Willing to travel as needed.
- Valid state driver's license is required.

## **ESSENTIAL PHYSICAL REQUIREMENTS**

- Ability to sit and/or stand for long periods of time.
- Ability to lift and carry up to 20 lbs.
- Ability to operate computers and other equipment in the office.
- Must have sufficient mobility to move around the office and the community.