

About the Wisconsin Department of Tourism

The Wisconsin Department of Tourism promotes and elevates the state's brand to drive economic impact for all Wisconsinites. We are the proud home of Travel Wisconsin, the official destination marketing organization for the State of Wisconsin that works to market the state as a premier travel destination while generating greater economic impact for Wisconsin through tourism.

Our team is passionate about our mission to inspire travelers to experience Wisconsin. We approach our fast-paced work with a commitment to constant improvement and learning, grounded in our values of collaboration, excellence, balance, authenticity, and fun.

POSITION SUMMARY

Under the general direction of the Brand Strategy Marketing Manager, the Digital Marketing Specialist works with internal and external teams to integrate, evaluate, and optimize marketing initiatives and content to drive growth across all digital channels. This includes but is not limited to: TravelWisconsin.com, email marketing and marketing automation, search engine optimization, social media, and paid media. The Digital Marketing Specialist plays a key role in developing and applying digital marketing strategies to build brand awareness.

This position elevates digital marketing performance by working with content, paid media, and social media teams to optimize and drive growth. This position is responsible for developing and executing ongoing reports that review digital content channels and provide insights and recommendations for informing strategic decision making. This position applies broad optimization and SEO best practices across digital platforms for improved usability and performance. Additionally, this position also works on the day-to-day management of TravelWisconsin.com, the email marketing program and may assist on other marketing projects as it relates to digital channels.

This position requires knowledge of strategic marketing across digital spaces and the ability to integrate marketing and branding initiatives in the digital space; applying data and analytics through the development of insights and strategic thinking to recommend projects to drive growth.

This position is headquartered at Travel Wisconsin's office in Madison, WI (3319 West Beltline Highway, Madison, WI 53708) and will have the option of working up to 3 days per week remotely upon agreement of the Supervisor. This schedule may change based on operational needs and organizational requirements.

GOALS AND WORKER ACTIVITIES

- 35% A. Work across all digital platforms to create reports, review data and provide insights to develop digital marketing strategies that build brand awareness. Recommend and implement optimizations.**

- A1. Create and review reports utilizing data gathering and analysis tools to create efficiencies in reporting and analysis.
- A2. Apply a data driven approach to evaluate digital marketing efforts. Develop insights that can be applied to measure and inform strategic decision making across digital marketing and other agency initiatives.
- A3. Use metrics and insights to tell a story about performance and optimize online efforts. Formulate insights and recommendations to drive growth; set goals and measure results.
- A4. Coordinate and work across teams to optimize platforms (email, social, web, paid media, etc.) through analytics review and insight development.

35% B. Plan, organize, execute, and evaluate, projects across Travel Wisconsin's digital channels.

- B1. Manage day-to-day web updates, promotions, and bugs working with internal and external teams as needed. Measure digital marketing KPIs (key performance indicators), continuously evaluating performance.
- B2. Collaborate with internal and external teams to create and optimize content and optimize user experience.
- B4. Work with teams to ensure digital marketing platforms are driving brand awareness through consistent brand application across platforms.
- B5. Utilize SEO best practices to optimize platforms for high performance. Apply meta data across platforms for improved SEO and usability.

25% C. Coordinate and execute on email marketing and marketing automation programs.

- C1. Work with internal and external teams to develop, coordinate and distribute content through various online channels such as email, SMS, and others.
- C2. Monitor email communication performance to identify potential opportunities and make recommendations for improvements.
- C3. Lead quality assurance testing process to ensure standards are met.

5% D. Provides support for Department of Tourism projects and other duties as assigned.

- D1. Assist with set-up and development needs for industry website and email marketing.
- D2. Provides operational support for other Department team members including the hiring process through resume reviews and participating in interview panels.
- D3. Participates in agency Diversity, Equity, Accessibility, and Inclusion (DEAI) initiatives and supports the implementation of DEAI efforts into programs
- D4. Supports and actively participates in efforts to uphold organizational culture and norms

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

1. Understanding of strategic marketing across digital platforms.
2. Experience applying consistent branding across multiple channels for improved brand awareness.
3. Experience building marketing reports.
4. Ability to turn data into insights.
5. Ability to present data insights and reports in an engaging way.
6. Understanding of SEO best practices.
7. Solid understanding of the latest web technologies and digital marketing strategies.
8. Understanding of content management tools, including working in a Content Management System (CMS).
9. Experience with email marketing and marketing automation platforms.
10. Strong critical thinking, problem solving and analytical skills.
11. Detail-oriented; able to prioritize and meet deadlines.
12. Ability to work independently and collaboratively with cross-functional teams, supporting stakeholders at all levels of the organization.
13. Excellent project management skills.
14. Understanding of integrated marketing strategies, brand development, and content marketing strategies.