**Job Description:**

**Marketing Manager - Drummond Island Tourist Association (DITA)**

The objective for the **Marketing Manager** is to engage in strategies to recruit new DITA members, increase tourism (revenue) for DITA members by promoting Drummond Island and its resources, and motivating interested parties to visit Drummond. To achieve this, the following knowledge, activities and skill sets are required.

**Knowledge:**

* Awareness of experiences available on Drummond Island, including those offered by DITA members;
* Understanding of all marketing channels, including social media platforms available to promote Drummond Island as a tourist destination;
* Understanding of demographics and how it relates to the target market of those seeking experiences Drummond Island and its members have to offer. (This understanding is important to ensure proper marketing channels and methods are being utilized to reach those most likely to react to such efforts by visiting Drummond.)

**Activities:**

* Establish a database that matches the demographics of potential customers for each experience Drummond and DITA members offer;
* Assemble and execute a successful marketing program that motivates prospective customers to choose Drummond Island as their place of destination;
  + This activity should include various social media platforms.
* Develop and manage reports that document the results of each marketing activity;
  + These reports should document:
    - Marketing channels utilized to reach each demographic/prospect.
    - Dollars and time spent for each channel utilized
      * Results realized for each demographic and channel utilized (visitors who actually visited Drummond).
        + Attempt to capture if guest was a first time or returning visitor.

(The purpose of these reports is to highlight the marketing channels providing the best results.)

**Activities (continued):**

* Build and manage Website content
  + Create content that will motivate prospective customers seeking such experiences to visit Drummond.
    - Written articles
    - Videos
    - Event Calendar
      * Description of each event.
  + Manage Website content to assure it is current and accurate
* Create and manage promotional materials to be utilized for mailings and handouts;
* Prepare and present reports and graphs for monthly board meetings documenting marketing activities and results of these activities;
  + Website hits;
    - Showing visitor time spent on website
    - Number of hits that resulted in:
      * Interaction
      * Request for information
      * Clicks to other DITA member links
* Create tracking methods to learn:
  + Whether prospect visited Drummond
  + Where they resided during their visit
  + What calendar event, if any, in which they participated

(Goal is to determine which marketing activities are creating results as well as which activities/experiences are attracting the most visitors.)

* Manage activities of the Ferry webcam:
  + Proactively sell monthly sponsorship of the webcam;
    - Goal to have sponsorships sold at least a quarter out
  + Post the monthly webcam sponsor business name and contact information;
  + Manage and assemble reports documenting monthly, quarterly, and year-to-year growth of:
    - Number of webcam plays
    - View time (minutes)
    - Unique views (first time viewers)
    - Camera web page views
* Work with DITA Operations manager and DITA members to create Fall, Winter and Spring events that will broaden the tourism season;
* Author quarterly website newsletters documenting recent and upcoming Island events presented in a way that it encourages more tourism;

**Activities (continued):**

* Represent DITA at:
  + Monthly Township Board meetings
  + Local DNR meetings
  + Annual Great Lakes Island Alliance conferences
* Document and maintain all job activities required to execute the Marketing Manager’s position in your absence;
* Receptionist back up: It is the responsibility of both the Manager of Member Services/Operations and the Marketing Manager to jointly share the Receptionist duties when Receptionist is absent. (See Receptionist Job description for full list of these activities.)

**Skills:**

* Computer:
  + Data entry
  + Create and manage spreadsheets - input, edit, calculate and manipulate data for reports to be presented to DITA board and members;
  + Knowledge of various Internet browsers
  + Ability to utilize computer for research
  + Knowledge of different email platforms for prospect and customer emails
  + Create presentations for prospective customers and DITA members
  + Graphics – creating visual aids
  + Multimedia to create videos and multi-faceted experiences when visiting DITA website
  + Create and manage database storing and recalling data
  + Website management:
    - Build and manage content for DITA members’ experiences offered
    - Utilization of Digital Marketing (Footprint).
* Strong written and verbal communication skills
* Creativity – ability to create marketing materials/platforms for DITA members that will motivate prospective customers to visit Drummond Island;
* Strong team player supporting the efforts of all coworkers and creating a positive environment while working together in such a manner to ensure all established goals are met;
* Outgoing personality that reflects a willingness to help visitors enjoy their time on Drummond Island so they return and encourage others to visit as well.

**Summary:**

The ideal candidate for this position will possess strong computer skills with experience in building and managing websites, creating marketing materials (in both hard copy and electronic platforms), as well as building databases for demographic purposes to identify and utilize marketing channels that provide optimum tourism for DITA and its members. This person should also be an organized, high energy team player that presents themselves in a warm, welcoming and serving manner to all.

**DITA Goals: Attract more tourism to Drummond (revenue) while maintaining the assets and resources that make Drummond Island a tourist destination.**

* **Increase number of DITA members**
* **Broaden the year-round tourist season**