

**DEPARTMENT OF DEVELOPMENT
EMPLOYMENT OPPORTUNITY**

Job Title: DIGITAL STRATEGIST

Position Number: 20011307

Starting Salary: \$48,000 yr. + based on qualifications (Electronic Payroll Direct Deposit Required)

Job Classification/Status: Administrative Staff, Unclassified Exempt

Division/Office: TourismOhio

Location: 77 South High Street, 29th Floor, Columbus, Ohio

Work Hours: 8:00am – 5:00pm, M-F

Supervisor: Lauren Seckel, Marketing Manager

DATE POSTED: FEBRUARY 9, 2017

DEADLINE FOR APPLYING: FEBRUARY 27, 2017

Job Duties:

Accountable for all digital & website properties for TourismOhio, & works with vendor partners to accomplish maintaining & updating consumer website (e.g., Ohio.org), industry website, & listings & events database: oversees execution of user testing (e.g., A/B testing) on website; leads continuing evolution of website & the projects to accomplish that; serves as point of contact for any technical problems & works with the Ohio Development Services Agency (i.e., ODSA) Information Technology (i.e., IT) on website; provides customer service for industry members having issues with website; makes recommendations on solutions & manages the implementation of changes to the website; accountable for dollars in the budget related to digital strategy; implements effective plans by leveraging TourismOhio's owned & shared media assets; manages contract vendor on employee roles to be certain vendor meets requirements of contract on time & on budget; partners with procurement, legal & IT to manage contract.

Develops & executes a comprehensive digital & social strategy aligned with measurable objectives/key performance indicators (KPIs), including coordinating with external stakeholders to ensure its effectiveness & encourage adoption of the brand message; works with TourismOhio's public relations & marketing to determine key message points for digital & social media, both earned & paid; develops & executes digital, including social media, crisis management plan as part of ODSA's overall crisis management team.

Partners on social engagement with the social media coordinator; supports the enhancement of the image of Ohio as a travel destination of choice on all social networks, including word-of-mouth marketing; supports advocacy for TourismOhio in third-party social media spaces; provides support for social media campaigns, idea development, post-campaign reporting & evaluation.

Manages development of editorial content for consumer website & social media platforms, based on brand messaging goals; ensures that a consistent marketing message is delivered to the various audiences & TourismOhio's brand is strengthened; provides counsel & best practices, including emerging trends, technologies, platforms & channels.

Analyzes & makes recommendations on all website & social media tracking data, including years for engagement; evaluates the effectiveness of posts & social media platforms as a whole; reports on benchmarks every month; support overall TourismOhio strategic goals & objectives.

Works collaboratively & respectfully with All-Agency team for effective integrated marketing communications; leads digital communications team with agency partner & agency evaluation. Demonstrates commitment to sound metrics, accountability & transparency while ensuring quality customer service.

Position Specific Qualifications (a test may be given as part of the selection process):

1. Bachelor's Degree in Marketing, Communications, Journalism or Public Relations or a communications-related area preferred
2. Minimum of 1-2 years professional experience required within the communications field
3. Excellent written, verbal & interpersonal communication skills
4. Experience in using website content management systems & basic html coding as well as basic website design
5. Experience in using digital & social analytics tools (e.g. Facebook insights, Google Analytics)
6. Capable of handling several projects simultaneously.
7. Skilled in use of Internet & online service communication.

The final candidate selected for this position will be required to undergo a criminal background check & drug screen. Criminal convictions do not necessarily preclude an applicant from consideration for a position. An individual assessment of an applicant's prior criminal convictions will be made before excluding an applicant from consideration.

TO APPLY, VISIT <http://careers.ohio.gov> or www.ohiomeansjobs.com
OR

SUBMIT APPLICATION & EEO FORM INCLUDING TO:

Ohio Department of Development, Human Resources Office
77 South High Street, 27th Floor
Columbus, Ohio 43215-6130
Fax: (614) 644-9030

The State of Ohio is an Equal Opportunity Employer