



Applications are invited from suitably qualified persons to fill the position of:

Digital Marketing Specialist

Reporting to the Digital Marketing Manager, the incumbent will be required to support the development and execution of the organization's digital marketing programmes that result in the expansion and growth of online audience engagement across all the digital platforms.

KEY DUTIES AND RESPONSIBILITIES INCLUDE:

- Implement the organization's digital marketing strategy.
- Develop and implement a content marketing strategy to increase and maintain SEO to meet the organization's objectives.
- Coordinate with stakeholders across the organization and the wider industry to ensure the effectiveness and adoption of relevant digital media and best practices into the workflow of the Digital Marketing Unit.
- Collaborate with internal units on the development of creative, digital marketing campaigns with effective implementation across mobile app, social media, SEO/SEM, programmatic, and email.
- Oversee the day-to-day management of the website and mobile apps, including the creation and distribution of written and visual content, user experience, and engagement.
- Analyze online user behaviour & provide regular feedback on insights gained from website analytics and digital marketing campaigns to the Marketing team and senior management to support the development of dynamic and effective strategies and product development
- Monitor trends in digital media and marketing such as tools, applications, best practices, etc.

EXPECTED RESULTS/PERFORMANCE CRITERIA

- The success of digital marketing campaigns based on the agreed KPIs in the marketing briefs and stated otherwise.
- Continued growth of online engagement.
- Increased bookings from market regions resulting from conversions.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, digital marketing or information technology
- 2+ years of experience in digital marketing.
- Proven experience delivering effective and innovative campaigns using various digital assets across multiple digital channels.

. KNOWLEDGE, ABILITIES AND SKILLS

- Appreciation for Jamaica's tourism product.
- Deep understanding of digital marketing.
- Solid knowledge of website analytics tools (e.g. Google Analytics, NetInsight, Omniture, WebTrends).
- Solid understanding of SEO/SEM, social media and CRM software with the ability to generate, analyze and interpret data.
- Proficiency in Microsoft Suite of applications.
- Critical thinking and problem-solving skills.
- Strong time management, oral/written communication and budget management skills.
- Creativity and willingness to work on own initiative in an ever changing environment.
- Ability to handle pressure in order to meet challenging deadlines.
- Strong organizational skills and keen attention to detail.
- Have excellent report writing skills.
- Be a team player.
- Be a strategic thinker.
- Be self-driven and able to work within tight deadlines.

UNUSUAL WORKING CONDITIONS

- Job will involve frequent travel locally and overseas.
- Flexibility to work outside of normal business hours, on weekends, public holidays based on the requirements of projects.
- Must be able to manage multiple projects across multiple platforms.

SPECIAL REQUIREMENT

- Own and operate a reliable motor vehicle.

**Applications with resumes should be submitted no later than
February 27, 2019 to:**

Senior Manager, Human Resource Development, Jamaica Tourist Board
64 Knutsford Boulevard, Kingston 5

Re: "Vacancy – Digital Marketing Specialist"

Or e-mail: jtbhrd@visitjamaica.com

Note: We thank all applicants for their interest, however, only those short-listed will be contacted.