

Digital Marketing Manager

Carlisle Events, a world leader in collector car entertainment since 1974, and based in Carlisle, Pennsylvania, is seeking a **full-time Digital Marketing Manager** to join their dynamic marketing team to manage digital strategies and tactics for Carlisle Events collector car shows and collector car auctions. This is an in office/in person position. No virtual or hybrid work will be considered.

Responsibilities and Duties:

- Designing and tracking digital and video advertising in support of media campaigns.
- Design, draft, and schedule email-marketing to support sales, sponsorship and event promotion.
- Manage, engage and grow Carlisle Events' social media presence across a variety of platforms, report on analytics and make recommendations for growth opportunities. Includes posting content, monitoring for comments/questions, DMs, Likes, etc. and accessing and analyzing engagement data.
- Create and manage social media advertisement campaigns using targeted audience lists and remarketing techniques.
- Plan, place and analyze Google AdWords campaigns.
- Working with IT department to report on social media analytics through Facebook Insights and website traffic using Google Analytics.
- Working with IT department to monitor KPI's through Google Analytics and provide feedback on ad campaigns.
- Management of Carlisle Events' array of websites including website updates & projects such as using HTML & CSS, create web banners, promotional pages, etc.
- Promote online and in-person sales of spectator admissions, showfield registrations, vendor space sales, gift cards, season passes, and Carlisle Events memorabilia.
- Provide feedback and recommendations on areas for spectator admission growth and new revenue streams.
- Support vendor engagement & retention efforts and growth opportunities; as well as preparing and deploying regularly scheduled vendor e-newsletters.
- Film and edit video footage of events for social media awareness, commercials and post-event recaps. Work with outside videographers and production companies, as needed.
- Support Carlisle Events Sponsorship efforts to execute co-branded marketing awareness across web, email and social media. Recap deliverables and assign value to all sponsor-related digital engagement.
- Support rental promotion of both Carlisle Fairgrounds and Carlisle Expo Center. Gather and present event information on both Carlisle Fairgrounds and Carlisle Expo Center websites.
- Provide guidance and instruction to marketing interns over summer season as it relates to video production & editing, and social media content and posts.
- Prepare final editing of Carlisle Events & Carlisle Auctions radio commercials and voice overs.
- Work closely with Public Relations Manager to film and edit video content.
- Work closely with Event Managers to capture and present the array of Carlisle Events' brands and post social media content and responses. Collaborate with Event Managers to lay out paid social media strategies.
- Serve as point person for digital marketing agency activities.

- Support part-time employee recruitment marketing.
- Manage SMS communication platform.
- Support search platform business profiles & online reviews process.
- Support new company ventures, products, promotions and initiatives.

Qualifications and Skills:

- Bachelor's degree in Marketing, Design, Advertising, or Communications.
- 3-5 years of related experience.
- Applicants MUST have video production & editing skills/knowledge.
- Proficient with digital marketing, website development & design, SEO and social media marketing techniques.
- Proficient in Adobe Creative Suite (Adobe Photoshop, Premiere, After Effects, InDesign & Illustrator).
- Knowledge of HTML & CSS coding.
- Understanding of WordPress website CMS.
- Proficient in Google Analytics reporting and analysis.
- Knowledge of design and analytics of email marketing platforms such as Delivra, Constant Contact & Mailchimp; including creation, deploying and analysis of marketing surveys.
- Proficient in use of video filming and editing equipment and software.
- Proficient in Microsoft Office.
- Skilled in copywriting, editing and proofing for various forms of media.
- Attention to detail, an eye for design and a flair for distinct creativity.
- Analytical and reporting skills.
- Ability to work both individually and as part of a team.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects and meet deadlines.
- Ability to work outdoors for events during the months of April through October.
- Ability to brainstorm; present ideas, plans & results; assess ROI; and engage internal and external audiences.

Preferred Qualifications:

- Previous event marketing experience working with a live entertainment company, an attraction, or working in the tourism industry.
- Understanding of Sitefinity CMS.
- Interest and knowledge of the automotive hobby or industry.
- Experience in collaborating with marketing firms and partners.
- Possess current commercial drone pilot's license.

Benefits:

Benefits available, including medical, dental and vision. Retirement options also available.

Qualified candidates should submit their resume and cover letter, and optionally no more than 3 graphic and video design samples along with salary requirements to markb@carlisleevents.com by Tuesday, January 20. Please tell us why you're the right candidate for this unique and exciting employment opportunity. Job posting will remain active until position is filled.