

Interactive Marketing Manager
Destination Panama City – Panama City, Florida

Position Summary:

The Interactive Marketing Manager is a pivotal role responsible for overseeing all aspects of digital marketing and social media management for Destination Panama City, reporting to the President & CEO. This position requires expertise in developing and executing comprehensive social media and digital marketing strategies, maintaining websites and online platforms, managing CRM databases, and collaborating with marketing teams. The Interactive Marketing Manager will play a crucial role in enhancing Destination Panama City's digital presence and promoting it as a premier tourist destination.

General Scope of Duties:

- Develop and execute a comprehensive social media and digital marketing strategy aimed at increasing visibility and traffic across all Destination Panama City brands and products.
- Collaborate with the interactive and advertising agencies to develop and execute a comprehensive digital marketing strategy (website, email marketing, social media marketing) aimed at increasing visibility and traffic across all DPC brands and products.
- Act as a liaison with the interactive agency of record and insure approved digital marketing strategies are implemented effectively and SEO-SEM and other search engine marketing programs are consistently measured.
- Maintain the CRM database containing industry accounts and contacts.
- Manage the Destination Panama City social media efforts to engage with the audience effectively. This includes creation, maintenance, scheduling, and analysis of creative organic and paid content to market Panama City and enhance the perception of Panama City as a tourist destination.
- Generate regular web metrics, inquiries, and statistical reports.
- Identify and target audience segments to align content and design with their needs.
- Manage the interactive / social media marketing budget.
- Assist in educating and providing technical training to DPC staff and industry partners on CRM, CMS, and other digital platforms.
- Responsible for communicating daily with the President & CEO regarding performance and optimization suggestions for social media content.
- Responsible for staying current with advancements and changes within interactive and social media marketing, as well as making recommendations on how DPC can leverage these opportunities to ensure the organization remains on the forefront of destination digital marketing.

Qualifications & Skills:

- Ability to portray a professional image and exercise initiative, good judgment, and tact when representing Destination Panama City.
- Effective written and verbal communication skills.
- Strong interpersonal skills and attention to detail.
- Proficiency in computer software, including Adobe Creative Suite, Microsoft Office Suite, Crowdriff, Social Media scheduling (Hootsuite), WordPress, CMS/CRM platforms, GA4, and other related industry applications.
- Understanding of the tourism industry is preferred.
- Prior experience with a destination marketing organization is preferred.
- Ability to work independently and in teams.
- Bachelor's degree in tourism, marketing, communications, interactive technologies, or a related field, or equivalent work experience.
- Analytical skills to assess project needs, focus on achievement, manage details, and think creatively.
- Knowledge of SEO, SEM, social media marketing, and mobile marketing.
- Thorough understanding of Internet technologies.
- Prior experience managing website content and CRM databases is preferred.
- Strong communication skills for interacting with visitors and business representatives.
- Minimum two years of Social Media Management experience.
- Valid Driver's License and US Passport.
- This is not a remote job. This position requires extensive community engagement, attendance at community events both within and outside standard business hours, and travel to work brand activations in target markets.

We appreciate your interest in joining our team. To ensure that your application is considered, please follow the application instructions. LinkedIn CSV resumes will not be accepted. Application packages must include all the following and be submitted to Jennifer@DestinationPanamaCity.com :

- Cover Letter
- Resume
- Minimum of five (5) professional references
- Samples of graphic design work, reel / story creation
- Samples of social media posts with engagement metrics
- Original written work of no more than 600 words titled "A Perfect Day in Panama City"