

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.

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.
- Reporting of social media analytics through Facebook Insights and website traffic using Google Analytics.
- 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 Marketing Managers to capture and present the array of Carlisle Events' brands and post social media content and responses.
- 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.
- 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 Marketing Director Mark Bodenhorn at markb@carlisleevents.com by Friday, March 17, 2023. Please tell us why you're the right candidate for this unique and exciting employment opportunity.