Full-time IT & Digital Marketing Specialist

Are you ready to move your career forward with a multi-faceted role? The Greater Madison Convention & Visitors Bureau (www.visitmadison.com) is looking for a talented individual who demonstrates two realms of expertise – technical support and digital marketing and design. You will have an opportunity to make a difference for our employees and visitors in this uniquely blended role!

About the Position

We are looking for an individual who is equally passionate about technical support and web marketing. The right individual will thrive in a fast-paced, professional environment where he/she will have the opportunity to support the internal customer through the IT function and to support our Marketing team and Madison visitors through digital media.

IT Responsibilities:

- Configure, install, test and upgrade workstations while maximizing uptime for all users
- Troubleshoot and provide technical support for software, hardware, and network issues
- Serve as primary contact and lead for the web-based databases including but not limited to: project management software, phone system, ticketing issues with vendors, managing user concerns/issues, and maintaining the integrity of the data by regularly cleansing the data
- Participate in evaluating the quality of IT services and procedural enhancements
- Identify current changes and trends in the IT industry and make suggestions on improvements and enhancements
- Plan and facilitate technical training for our employee customers
- Deliver complete customer delight!

Digital Marketing Responsibilities:

- Manage, monitor and update website content according to scheduled updates (via a web-based content management system) and serve as liaison to CMS vendor (includes working within the budget as directed by the Director of Marketing)
- Ensure website is easy to navigate and follows a user centric methodology (UX)
- Create and send emails using What Counts web-based software
- Capture and analyze web, email and mobile app metrics using Google Analytics and other proprietary analytics tools
- Create and manage user accounts/permissions for specific content as needed
- Use digital asset management system and Photoshop to find images and prep for web- and email-ready usage
- Regularly review the site section-by-section to look for content that could be updated or improved, recommend changes to DOM, implement as approved.
- Use knowledge of programming to enhance/replicate features and functions available via CMS
Troubleshoot issues as they arise and utilize the tools available to resolve them.

- Provide web, mobile app, and email support for all marketing programs, initiatives, and communications (i.e., leisure campaigns, website, conversion research, visitor, partner, and convention e-newsletters) to achieve departmental goals.

- Work with marketing communications team to identify content for traffic-building SEO/SEM initiatives.

**Qualifications**

- Associate’s degree in Communication Arts, Web Design, Computer Science, or an IT field; Bachelor’s preferred.
- 2 to 3 years of related experience.
- 1 to 2 years of help desk support and face-to-face user support.
- 1 to 2 years of Windows 7 troubleshooting.
- IT certifications preferred.
- Proven balance of creative and analytical skills.
- Ability to communicate effectively, both orally and in writing, and to explain technical concepts to both technical and non-technical staff.
- Strong initiative and resourcefulness.
- Ability to plan, prioritize, and perform work within multiple, competing deadlines and with minimal supervision.
- Detail-oriented with extremely good follow-up.
- Strong critical thinker with the ability to learn new systems, synthesize information, and formulate recommendations.
- Ability to maintain strict confidentiality as needed.
- Commitment to supporting both functional areas and to continuing to learn and develop within this blended role.

**Additional IT Qualifications:**

- Proficiency on computer based systems which include laptop computers, Microsoft Office 2007/2010 and Windows 7.
- Knowledge and experience working with Windows 2008 server.
- Experience working on server projects.
- Experience with Active Directory and activating new accounts/closing user accounts.
- Experience with third party email provider services.
- Experience with remote desktops and remote connectivity technologies (RDP, VPN, etc).
- Knowledge and experience working with VMWare or VM Ware View preferred.
- Experience rebuilding PC computers, applying updates, and maintaining computers.
• Ability to organize and maintain detailed databases and archives including experience in database connectivity, access and implementation preferred

Additional Website Qualifications:
• Proven experience in website management and regular maintenance via a content management system
• Working knowledge of HTML and CSS; knowledge of open-source code preferred
• Proven experience with best practices for online marketing, user experience, SEO/SEM, online analytics
• Familiarity with Adobe Design Creative Suite, especially Photoshop and Dreamweaver is preferred
• Knowledge and experience with programming and database languages preferred: PHP, ASP, ASP.NET, MySQL, Java, JavaScript, CSS, Flash

We offer the following EXTRAS to our Employees:
• Work-Life Balance with ample time-off that includes 12+ holidays, 12 days of wellness, 2 weeks of vacation, and additional personal days after your first year
• Community Service Days for volunteering with area organizations of your choice
• A Fun Committee to deliver workplace socials and wellness events
• Lunch-n-Learns throughout the year to enhance your personal and professional development

Physical Demands
While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment
Heated and air conditioned open office environment. Noise level is usually low to moderate.

Reasonable Accommodation
It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer
How to apply:
Send application (http://www.visitmadison.com/includes/content/docs/media/Application5.pdf), cover letter and resume by noon on Friday, August 8th, 2014 to:
GMCVB
Recruitment
615 E Washington Ave.
Madison, WI 53703 • Fax (608) 258-4950 • Email operations@visitmadison.com

Send applicant data sheet (optional) (http://www.visitmadison.com/includes/content/docs/Applicant-Data-Sheet.pdf) Submit by August 8th to:
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