



Job Title: Web Manager
Reports to: Director of Content
Department: Marketing
FLSA Status: Exempt

Position Summary:

The Web Manager is responsible for development and design, programming, implementation, maintenance and technical support of the ExploreAsheville.com website and associated microsites within the platform. The Web Manager ensures the site is optimized for speed, performance and the latest Google algorithm and works to implement SEO strategies under the direction and in collaboration with the rest of the content team. Deploying the most recent best practices, the Web Manager also manages occasional re-designs and introduces appropriate new elements to the site in collaboration with marketing leadership. The Web Manager also prepares the monthly dashboards for the Buncombe County Tourism Development Authority (BCTDA) board meetings and provides Google Analytics insights as needed.

Essential Duties & Responsibilities:

Web Site

- Responsible for development, maintenance, and performance of ExploreAsheville.com and its microsites.
- Serve as technical lead, provide input, and make recommendations in strategy/development discussions regarding ExploreAsheville.com and its microsites.
- Use Google Analytics to analyze effectiveness and performance of Web content, site sections, microsites and campaigns, sharing data and compelling insights across departments.
- Design, manage and update Web content pages and provide recommendations for UX improvements, keeping in mind brand consistency.
- Build and design microsites within ExploreAsheville.com
- Serve as project manager on all Web programs such as database development, re-design, and third-party integrations including such as accessibility integrations, Google Maps, personalization software and social media feeds while ensuring privacy compliance.
- Responsible for implementation of email templates, advertising campaign landing pages and other promotional Web pages.
- Accountable for implementation of a tracking system using pixels and UTM codes.
- Manage seasonal transitions of site content and imagery.
- Accountable for site optimization including site speed, SEO, mobile enhancements, and other best practices that result in optimal performance.

Team Leadership

- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 3 years of experience -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Required experience in web design, site building and programming.
- Must be well-versed in database software and CRM systems.
- Superior skills in Photoshop, HTML 5, CSS 3, JQuery and JavaScript a must
- Advanced proficiency using the Microsoft suite including Word, Excel, Outlook and PowerPoint.
- Experience with Marketing Automation Software such as Marketo, ActOn, Klavio, etc.
- Certification in Google Analytics preferred.
- Skilled in cloud-based resources.
- Goal-driven with ability to effectively manage multiple priorities and adhere to deadlines.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.