



Job Description

JOB TITLE: Manager, Digital Strategy
REPORTS TO: Director, Digital Strategy
DIRECT REPORTS: none
DEPARTMENT: Strategic Marketing
FLSA CLASSIFICATION: Exempt

POSITION SUMMARY: Responsible for providing primary support to the Director, Digital Strategy for the conception, implementation and analysis of all digital initiatives that include website, digital partnerships, social media, email, mobile and other digital efforts to support the company's TV properties, events and industry initiatives. The ideal candidate will be a clear, confident communicator with deep digital experience in the music industry and/or entertainment client and/or agency side with a demonstrated 'data-driven' focus and appetite for using analytics to develop, execute and optimize digital strategies across web, social, mobile and CRM platforms. The position requires experience managing external agencies, vendors, production teams and partner platforms through strategy, design, and execution.

ESSENTIAL FUNCTIONS:

1. Primary Project Manager for all digital initiatives. This position will be responsible for tracking digital projects and partnerships from beginning to end and reporting on the status on a weekly basis.
2. Assist in developing digital models for marketing and partnerships which includes flighting, production costs, promotional media, to ensure fiscal compliance, revenue maximization and value optimization for partners. Oversee quality of campaign set-up and ongoing performance against partner objectives to ensure partner satisfaction is fully met. Responsible for updating partner teams on pacing to goals.
3. Responsible for ensuring that all sites and apps are built to universal best practice technical specifications and that vendor and/or agency kick offs are held. Manages digital timelines and QA process.
4. Stay on top of new trends and developments in the paid and organic digital marketing space, and make actionable recommendations relevant to the strategic direction of CMA events and broadcast shows as well as industry initiatives.
5. Work to develop pricing for digital projects. Manages and tracks digital budgets in conjunction with Director, Digital Strategy.

6. Drive YouTube content development and engagement strategy across all digital and social platforms to grow awareness, views, subscribers, and any additional KPIs identified by the digital strategic objectives for the year.
7. Conduct regular competitive benchmarking; research, comparison-shopping, daily review of entertainment industry profiles/general technology trends
8. Optimize and improve content across all digital media, websites and app development projects.
9. Guide and manage the Digital Strategy Coordinator in organizing the company's email and mobile subscriber lists; Track opt-in rates, import new subscribers and report on those results; Regular reporting of analytics from all app, digital and streaming platforms. Developing analysis and recommendations on strategic shifts in strategy to achieve objectives set by management.
10. Vet all concepts with key stakeholders including legal for compliance.
11. Develop, deliver and negotiate compelling, strategic and insightful partnership proposals that clearly communicate partnership program objectives, concepts, elements and mutual benefits.
12. Work effectively with internal cross functional teams including Marketing, Partnerships, Finance, Membership, IT, Business Affairs, Communications, and Events.
13. Responsible for day-to-day shared management of Digital Strategy Coordinator
14. Manages special projects as assigned.

KNOWLEDGE, EDUCATION AND EXPERIENCE REQUIRED:

- BA/BS degree in Business Administration, Marketing, Communications or related field preferred
- Minimum 5+ years experience in digital marketing and/or social strategy and development. Music industry or entertainment field preferred.
- Experience working on digital advertising campaigns
- Experience creating and managing partnership programs across digital and/or marketing partners.
- In-depth knowledge of audio/video streaming and digital platforms (Spotify, Pandora, Apple, Amazon Music, Vevo, YouTube, Facebook, Twitter, etc.)
- Website and app project management and/or development experience, plus working with outside vendors and internal teams, building and maintaining websites, including a thorough understanding of online capabilities and production processes required.
- Experience working with and analyzing streaming platform data and advertising.
- Proficiency in Microsoft Office and Adobe Creative Suite
- Experience working with Google Analytics
- Experience working with 3rd Party agencies/partners
- Experience working with CRM software
- Intermediate experience of using software as a service for tasks such as blogs (Wordpress), managing subscriber lists, mobile apps, forms, and sweepstakes apps

SKILLS AND ABILITIES REQUIRED:

- The ability to prepare ongoing activity and status reports regarding campaign activity.
- Strong creative thinking skills.
- Ability to listen and prioritize.
- Hands on experience with SEO and web traffic metrics.

▪ Ability to thrive in a fast-paced, deadline-oriented, detail-oriented environment.
▪ Must have strong interpersonal skills and be able to work effectively in either a team environment or individually.
▪ Must have a high degree of motivation and work well both as an individual and within team environment and a track record of early technology adoption.
▪ Strong organizational skills required to effectively manage multiple projects at a time.
▪ Must have excellent communication, negotiation & analytical skills
▪ Ability to make decisions and recommendations efficiently and effectively, and utilize independent judgement in areas of responsibility
▪ Ability to meet strict deadlines
▪ Must have solid working knowledge of marketing, digital strategy, technology, strategic planning, and financial & competitive analysis
▪ Ability to maintain confidential information
▪ Ability to create and execute basic components of a digital marketing plan

PHYSICAL DEMANDS/REQUIREMENTS:
▪ Typically sitting at a desk or table
▪ Occasional lifting of light objects (less than 24 pounds)
▪ Occasional lifting of objects weighing 25 to 50 pounds
▪ Work is typically performed in an office
▪ At several times throughout the year you will be expected to work off-site and outdoors at our consumer-oriented events (summer and fall)
▪ Frequent computer use

I have received and read my job description and understand the requirements of the job. I understand this job description is not intended to be all-inclusive; I am expected to perform other duties as assigned. Further, I acknowledge that the Country Music Association reserves the right to revise or change job duties as the need arises and that this job description is not a contract for employment.

Employee's Signature

Date

Supervisor/Manager

Date