

## Digital Marketing Manager

### BACKGROUND

With headquarters in Bozeman, Montana, Auric Road is a lifestyle hospitality group with a growing collection of Petite Resorts in North America including Lone Mountain Ranch (Big Sky, Montana), Hotel Joaquin (Laguna Beach, CA), Korakia Pensione (Palm Springs, CA), Sonoma Coast Villa (Bodega Bay, CA) and soon to be opened Rex Ranch (Tubac, AZ). We acquire distressed resorts, then reimagine and restore them. Each resort is then programmed with exceptional experiences to align with today's cultural behaviors and reconnect people to themselves, their loved ones and the world.

We are looking for a Digital Marketing Manager who will be responsible for strategizing, developing, managing and maintaining all digital/web related assets for the Company. This position will have a strong user understanding and demonstrate expertise in web content, usability, architecture, development and design. This position will stay in tune and review changes in the marketing environment and evaluate, adjust or refocus the organization's marketing strategy accordingly.

### VITALS

**Reporting:** You'll report to our Managing Partner

**Full Time Role:** Responsible for the Company's Marketing on all digital platforms that communicates the Company's Brand, Culture and Offerings.

**Location:** You'll work remotely out of Southern California which will give you the opportunity to easily work out of our Laguna Beach and Palm Springs properties. You will also be expected to travel to Montana from time to time.

### YOU'RE MOST LIKELY A FIT IF

- Your record demonstrates good judgment, strong organizational prowess, and strategic thought throughout your work; and you have a keen eye for detail
- You relish working in a fast-paced environment
- You're among the top five hardest workers you know, and you get things done

### THIS ISN'T FOR YOU IF

- You lack experience balancing competing priorities from different stakeholders
- You aren't detail-oriented and don't review your work before moving on
- You're looking for a typical *clock in, clock out* position
- You take yourself too seriously and don't have a sense of humor

### PERKS & BENEFITS

- Trajectory—capture the opportunities presented (and create your own), and the sky is your ceiling
- Get to work out of and fully enjoy our world class properties that we own today and are in the process of developing
- Working directly with ownership on a daily basis
- Get to meet super interesting, creative minds and taste makers that make up our universe including well known guests that stay at our properties
- A cooperative, fun, high-performance team culture of striving to help you become the best version of yourself
- Health/dental/vision/life insurance

Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions of the role.

## Digital Marketing Manager

# AURIC ROAD

### Essential Tasks:

- Execute strategic development and growth of all digital marketing channels as well as strategic partnerships
- Manage all creative tasks
- Manage third party vendor relationships including copy writers and graphic designs
- Manage all online content including industry sites such as Trip Advisor, Yelp and Facebook
- Point of contacts with CRM software team and property point person
- Weekly SEO/SMO reporting to executives
- Build (digital) global marketing strategy for all the current properties under 1 global Auric Road brand
- Manage Smart Data Marketing, data collection and implementation
- Create, develop and execute e-mail Marketing initiatives tied to an editorial calendar
- Content Creation and Digital Footprint management
- Curate online experiences through a multi-channel digital marketing approach (SEO, SEM)
- Identify trends and insights, and optimize spend and performance based on the insights
- Measure and report performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Assist in long range vision and plans for the continued success of the company
- Drive reputation management efforts
- Work collectively with leadership to organize and conduct campaign efforts
- Track and analyze all marketing campaigns and initiatives
- Creation and tracking of hotel specials via our booking systems

### Skills:

- Proficient in: Excel, PowerPoint, Word and Office Suite
- Working knowledge of website and website analytics tools, like Wordpress and Google Analytics
- Skilled in: Photoshop and Adobe
- Graphic Design experience is a plus
- HTML and Maestro PMS is a plus
- Cendyn CRM System is a plus
- Google Analytics
- Social Media Analytics
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Demonstrable experience leading and managing online advertising campaigns using tools like Google Adwords and Facebook Ad Tools
- Up-to-date knowledge of the latest trends and best practices in online marketing and measurement
- Strong analytical skills and data-driven thinking
- Entrepreneurial drive and ability to multi-task with proven success in a growing business
- Ability to drive and manage projects and 3rd party vendors

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AURIC ROAD

### Prior Experience:

- BS/MS in Business, Marketing, Communications or a related field
- 3-5 years' experience as a brand/digital/integrated marketing manager or in a related marketing manager role
- Email Marketing
- Marketing, Social Media and Database Management
- Website development
- Event Management is a plus
- Photo shoot coordination is a plus

**Our interview process:** You will talk to at least 4 people, complete one or more written assignments, role play—all good stuff that will help you, and us, ensure that you'll be happy at Auric Road.

### NEXT STEPS

- Submit your LinkedIn profile along with a writing sample to [careers@auricroad.com](mailto:careers@auricroad.com)
- Tell us why we resonate with you, and send us any questions or ambitious reasons why we should fall in love with you