

*Geneva Tourism & Conventions Foundation (GT&CF) is an officially recognized non-profit foundation. GT&CF was created over 125 years ago by members of the tourism and business sectors. GT&CF's missions are to promote and sell Geneva as a tourist, leisure and business destination, to welcome, to inform and assist.*

## DIGITAL DIRECTOR

The Digital Director will be responsible of translating our digital marketing strategy into coherent digital actions. This newly created position will manage a team of 6 experienced professionals and will be directly in charge of raising awareness, bring it to consideration and finally increase positive advocacy. The ideal candidate will be an inspiring, innovative and highly effective manager with the ability to inclusively and pro-actively lead, influence and motivate individuals. He will work closely with the other departments and directly report to the CEO.

### **Responsibilities:**

#### Digital strategy & framework

- Implement the overall marketing vision into the digital field and pursue the digital shift of the marketing organization;
- Implement and fine-tune the digital strategy, and optimize the resources to meet the marketing objectives;
- Fully and directly in charge of building affiliation strategy to increase the destination's impact on third party platforms but also generate direct traffic on geneve.com;
- In charge of boosting and generating traffic on the website and conversion rates (CTR);
- Build & develop direct marketing (mostly B2C), increase C2C interactions, targeted social media presence, digital and content (text & image) strategies with a bottom up approach;
- Conceive strategies to increase clients profile knowledge and business performance through data collection and analysis;
- Work with local and regional entities to facilitate exchange of data and information flow.

#### Cross functional collaboration

- Extend the cross functionality of digital within the company and ensure good relations with the main internal stakeholders;
- Curator for maintaining good relations with external agencies and other vendor partners as well as third party companies.

#### Leadership and Management

- Lead and develop the digital team in a collaborative approach;
- Bring the right guidance to the team for digital projects when required;
- Regularly review platforms and technologies available in order to keep the company at the forefront of developments/performance in the digital marketing field;
- Support the team members and their projects by sharing expertise and providing feedback;
- Foster teamwork and provide motivational support to the team.

### Measurement, Data and Budget

- Measure and report performance of all digital marketing activities and assess against goals (ROI and KPIs), including competitors data analysis;
- Set priorities and manage budgetary control of your department.

### Qualifications:

#### Essential Business Experience and Technical Skills

- A minimum of 5 year experience in a similar position
- Experience in agencies or travel industry preferably in marketing
- Solid expertise in building digital partnerships and generating coverage
- Expert in inbound marketing and mobile solutions
- Up to date with the latest trends in the digital fields
- Strong knowledge in analytics (Google analytics, Netinsight, Webtrends,) social media platforms, CRM, direct marketing tools, CMS, etc.
- Metrics driven with strong analytical skills
- Good knowledge of Geneva as a tourist destination, and other European cities
- Excellent written and oral communication skills in French and English being able to read and understand German is a plus

#### Background

- Master degree in marketing and in the digital field
- Proven experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns on international level, e-commerce and content management (mandatory)
- Proven experience with online marketing tools and web based technologies

#### Soft skills

- Proven experience in dealing with numerous specific competencies (team)
- Outstanding proven interpersonal and team management skills
- Great team motivator, open minded, flexible with a hands on attitude
- Excellent customer orientation and solution driven
- Significant self-awareness

### Entry date: August/September 2019

You match the above description and love great challenges? Apply by sending your cover letter, CV, certificates and diplomas by email [pierremoreau@michaelpage.ch](mailto:pierremoreau@michaelpage.ch) mentioning "DD2019" as reference. Only complete applications that meet the above requirements will be processed.