

DEADWOOD CHAMBER OF COMMERCE & VISITORS BUREAU

Position: Marketing & Media Manager

Reports To: Executive Director

Supervises: Marketing & Communications Specialist

Position Type: Full-Time, 100% In-person (remote work not available)

Salary Range: \$50,000–\$65,000 annually, depending on experience and skill set, plus benefits

To apply send a cover letter, resume and portfolio link to the Executive Director, Amanda Kille at amanda@deadwood.org.

BENEFITS

This position offers a salary of \$50,000–\$65,000 annually, depending on experience and skill set, plus the following benefits.

- The employer pays 100% of the employee-only premium for health, dental, vision, and life insurance. Employees may elect to add eligible family members to applicable insurance plans at their own expense, with the additional premiums paid through payroll deductions.
- Paid time off
- Paid holidays (10): New Year's Day, M.L. King Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Native American Day, Veterans Day, Thanksgiving Day and the Friday following, Christmas Day
- Parental & major medical leave (after 6 months of continuous employment)
- Opportunity to invest in your future through a retirement savings plan with a 3% employer match.
- Cell phone monthly stipend
- Health & wellness benefit
- Complimentary and discounted Deadwood Chamber merchandise

Employee benefits are provided in accordance with the Chamber's current benefit policies and are subject to annual approval and funding by the Board of Directors. The Chamber reserves the right to modify, amend, or discontinue benefit offerings based on Board-approved budgets and policies.

POSITION SUMMARY

The Marketing & Media Manager is responsible for planning, coordinating, implementing, and evaluating marketing and advertising initiatives for the Deadwood Chamber of Commerce & Visitors Bureau. This position plays a key role in promoting Deadwood as a tourism destination, supporting Chamber-produced events, communicating with Chamber members, and advancing the organization's marketing objectives.

Working under the direction of the Executive Director, the Marketing & Media Manager oversees and places paid media placement across a variety of platforms and markets, manages advertising schedules and creative deliverables, closely monitors marketing expenditures, and maintains the documentation necessary for budgeting, grant compliance, and funding reimbursement. The position requires a combination of strategic thinking, professional graphic design skills, analytical ability, project management, and attention to detail. The ability to manage several projects at once and work independently is critical.

The Manager supervises the Marketing & Communications Specialist, delegates assignments, establishes priorities, and coordinates workflows to ensure marketing projects are completed accurately, efficiently, and on schedule.

This is a hands-on position requiring the ability to develop marketing concepts, create professional advertising materials, manage media vendors and advertising agencies, analyze campaign performance, and complete projects from initial planning through final reporting. The successful candidate must be comfortable balancing creative work with administrative responsibilities, financial oversight, and event support.

The primary objectives of the Chamber's marketing efforts are to increase visitation, occupancy, gaming revenue, and taxable sales in Deadwood; promote Chamber events and member businesses; strengthen Deadwood's brand; share Deadwood's history; and maximize the return on its marketing investments.

MINIMUM QUALIFICATIONS

- Minimum of five years of professional marketing experience, including demonstrated experience in graphic design, advertising, media placement and budget management.
- Proficiency in professional Adobe Creative Cloud design applications, particularly Adobe InDesign, Photoshop, Illustrator and Premiere Pro or After Effects. Candidates must be able to independently create and prepare professional, production-ready advertising and marketing materials.
- Demonstrated experience coordinating advertising campaigns, managing deadlines, and working with media vendors or advertising agencies.
- Demonstrated experience placing social and digital media buys.
- Strong project management, organizational, and time-management skills, with the ability to manage multiple projects and competing deadlines.
- Strong written and verbal communication skills.
- Demonstrated ability to manage budgets, analyze information, code invoices and track expenditures, maintain accurate records, and manage projects within established budgets.
- Ability to supervise, mentor, delegate to, and collaborate effectively with other team members.
- Ability to interpret marketing performance data and communicate results through reports and presentations.
- Willingness to work flexible hours, including evenings, weekends, holidays, and extended hours during major events.
- Knowledge of Deadwood and the surrounding Black Hills is required, along with an understanding of the regional tourism industry.
- Proficiency in Microsoft Office, including Excel, Word, and PowerPoint, or comparable business software.
- Ability to meet the essential physical requirements of the position.

Equivalent combinations of relevant education, professional experience, and demonstrated technical ability may be considered, provided the candidate meets the minimum experience and design requirements.

ESSENTIAL JOB FUNCTIONS

1. Paid Media Placement & Advertising Management

Oversee the planning, placement, production, and evaluation of paid advertising for Chamber tourism marketing initiatives, events, and other approved promotions.

- Plan and place advertising across digital, print, broadcast, streaming, social media, and other appropriate channels.

- Coordinate media schedules, creative materials, production requirements, approvals, deadlines, and campaign deliverables with internal staff and outside partners.
- Evaluate advertising opportunities based on audience, geography, timing, cost, and potential return on investment.
- Review advertising materials for accuracy and consistency, branding, specifications, and compliance with approved messaging.
- Verify that contracted placements are delivered as agreed and maintain appropriate records.
- Monitor campaign performance and recommend adjustments based on results, budgets, and marketing objectives.
- Coordinate with the Executive Director to establish advertising priorities and allocate available funds.

2. Marketing Budget & Cooperative Advertising Management

Monitor marketing expenditures and administer the financial and documentation requirements associated with advertising campaigns, cooperative marketing programs, funding reimbursement and eligible grant-funded activities.

- Track budgets, commitments, actual expenditures, outstanding invoices, and anticipated costs by campaign, event, media type, and funding source.
- Review invoices for accuracy, verify charges against approved placements, code and submit documentation, and resolve discrepancies.
- Maintain supporting records, including contracts, insertion orders, invoices, creative approvals, proofs of placement, and campaign reports.
- Monitor available funds, identify potential overages or savings, and communicate budget concerns to the Executive Director.
- Assist with annual marketing budget development, forecasting, financial reporting, and reconciliation of marketing expenses.
- Coordinate cooperative advertising campaigns and related approvals with the South Dakota Department of Tourism, Historic Preservation, advertising agencies, and other applicable partners.
- Track matching funds, eligible expenses, reimbursement requirements, and submission deadlines.
- Prepare or assist with reimbursement requests, grant reports, and other required financial documentation.

The Manager is expected to maintain accurate financial records, understand applicable funding requirements, and proactively identify budget or compliance concerns.

3. Professional Graphic Design & Creative Development

Independently produce and oversee professional marketing materials that support the Chamber's brand, tourism campaigns, events, and organizational communications.

- Create original designs and prepare print-ready/broadcast-ready and digital materials using Adobe Creative Cloud, particularly InDesign, Photoshop, Illustrator, Premier Pro and After Effects.
- Design and adapt advertisements, posters, brochures, rack cards, postcards, maps, signage, banners, event materials, and other promotional assets.
- Edit and prepare photography and other visual content for print and digital use.
- Prepare files according to vendor specifications and review materials for accuracy, branding, spelling, dates, and technical requirements.
- Maintain consistent visual standards across campaigns and organizational materials.
- Organize and maintain digital libraries of photographs, logos, templates, and other creative assets.
- Coordinate creative assignments with the Marketing & Communications Specialist and outside designers, printers, photographers, videographers, and other vendors.

Professional design competency is essential. The successful candidate must be able to independently create polished, original marketing materials rather than relying exclusively on templates, outside contractors or other

team members.

4. Marketing Strategy & Campaign Coordination

Work with the Executive Director and Chamber staff to implement marketing initiatives that support tourism, event attendance, member engagement, and organizational priorities.

- Manage annual marketing plans, campaign calendars, promotional strategies, and audience targeting.
- Coordinate marketing projects across paid media, digital platforms, email marketing, websites, print materials, and other assigned channels.
- Align creative materials, media placements, budgets, and deadlines with campaign objectives.
- Maintain consistent branding and messaging across marketing initiatives.
- Monitor tourism and advertising trends and recommend opportunities to improve campaign effectiveness.
- Establish efficient processes for project approvals, creative production, media scheduling, and documentation.
- Prioritize projects according to organizational objectives, deadlines, available resources, and expected results.

5. Marketing Analytics, Research & Reporting

Evaluate advertising performance, digital engagement, and visitor activity to support informed marketing and budget decisions.

- Compile and analyze data from advertising vendors, website analytics, digital platforms, Placer.ai, and other reporting resources.
- Evaluate campaign reach, impressions, engagement, website activity, visitation, and other relevant performance measures.
- Prepare event visitation reports, campaign summaries, and year-over-year comparisons.
- Review relevant tourism and economic indicators, including occupancy, gaming revenue, sales tax, visitor trends, and industry benchmarks, as appropriate.
- Identify trends, opportunities, and areas for improvement.
- Prepare reports and presentations for the Executive Director, Board of Directors, Chamber members, funding partners, and other stakeholders.
- Maintain historical marketing records and assist with the collection of data and creative assets for annual reports, budget planning, and funding requirements.

6. Digital Marketing Tools & Visitor Engagement

Manage assigned digital marketing platforms and visitor engagement initiatives, ensuring information is accurate, current, and effective.

- Maintain promotional content and assigned features within the Plan Deadwood app using VisitWidget.
- Coordinate interactive visitor initiatives, including digital scavenger hunts and other promotional tools.
- Manage online registration and related digital processes for Kool Deadwood Nites, including People's Choice voting.
- Manage digital/online payment platforms for events.
- Administer assigned surveys and visitor feedback tools, including SurveyMonkey.
- Monitor participation and available performance metrics, troubleshoot routine issues, and recommend improvements.

- Coordinate with Chamber staff and outside vendors to maintain effective digital visitor experiences and event-related processes.

7. Supervision & Team Management

Supervise the Marketing & Communications Specialist and coordinate the team's workload, priorities, and quality standards.

- Assign responsibilities, establish deadlines, and monitor project progress.
- Review work for accuracy, quality, branding consistency, and completion of deliverables.
- Provide guidance, constructive feedback, training, and professional development.
- Coordinate workloads, improve processes, and ensure effective use of staff time.
- Support employee evaluations, goal setting, cross-training, and documentation of recurring procedures.
- Communicate staffing, workload, performance, and operational concerns to the Executive Director.

8. Vendor Management & Project Coordination

Coordinate outside vendors and service providers to ensure marketing projects meet established requirements, deadlines, and budgets.

- Request and evaluate quotes for advertising, printing, photography/videography, design, and other marketing services.
- Assist with competitive bidding, requests for proposals, and vendor selection in accordance with Chamber procedures.
- Review proposals for cost, quality, audience reach, deliverables, and overall value.
- Coordinate contracts, production schedules, project approvals, and deliverables.
- Monitor vendor performance, resolve routine issues, and verify completion of contracted work.
- Maintain appropriate records and consult with the Executive Director regarding significant expenditures, contractual commitments, or vendor concerns.

9. Presentations & Organizational Support

Support the Executive Director and Chamber team through marketing-related communications, reporting, and organizational projects.

- Prepare marketing presentations, campaign summaries, budget updates, and supporting materials for meetings.
- Present marketing results and information to the Board of Directors, Chamber members, and other stakeholders as assigned.
- Design and produce the Chamber's annual report and other organizational publications.
- Coordinate marketing information and deliverables with other departments to ensure accuracy and consistency.
- Maintain organized marketing records and assist with other projects as assigned by the Executive Director.

10. Events & Visitor Services Support

Assist with Chamber events and visitor services as needed. All employees are expected to contribute to successful events and organizational operations beyond their primary responsibilities.

- Coordinate advertising, promotional materials, and marketing-related logistics for Chamber-produced events.
- Assist with event setup and teardown, registration, merchandise sales, transportation, customer service, and other operational duties as needed.
- Provide information and assistance to visitors and Chamber members by phone, email, and in person when necessary.

- Respond to changing event needs and work collaboratively with staff during major events and peak tourism periods.

Event assignments often involve extended shifts, outdoor work, physical activity, and schedule changes.

WORKING HOURS & SCHEDULING REQUIREMENTS

This is a full-time, in-person position with regular office responsibilities. Non-traditional office hours are required based on the Chamber's marketing calendar, events, and operational needs.

- Regular office hours generally fall Monday through Friday, 9:00 a.m. to 5:00 p.m. subject to operational needs and management direction.
- Evening, weekend, and holiday work is required periodically, particularly during major events and peak tourism periods.
- Major events may require extended shifts of 10 to 14 hours per day, depending on assigned responsibilities.
- The position requires the ability to manage deadlines while accommodating changing schedules and unexpected operational needs.
- Work often requires outdoor conditions and assisting with event setup, teardown, and other physical tasks.
- Schedules may be adjusted around major events to allow appropriate rest and recovery, subject to operational requirements and management approval.

Flexibility is an essential requirement of the position.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS

The position combines computer-intensive office work with active, physically demanding event support.

Essential physical functions include:

- Prolonged periods of sitting at a desk and working on a computer
- Prolonged periods of standing and walking, often hours at a time during events
- Working outdoors during events in a variety of weather conditions and temperatures
- Must be able to lift 35 pounds or more at times
- Must be able to travel as needed
- Must be able to access and navigate each department at the organization's facilities.
- Must be able to access and navigate event locations and environments.
- Must be 21 years of age.

The position requires the ability to perform its essential physical functions.

SPECIALIZED KNOWLEDGE & TECHNICAL SKILLS

The successful candidate must demonstrate practical knowledge and experience in the following areas:

- Professional graphic design: Adobe Creative Cloud, print production, video editing, digital advertising specifications, image editing, layout, typography, and brand standards.
- Advertising and media placement: Media planning, scheduling, vendor coordination, campaign monitoring, and advertising documentation.

- Budget and funding administration: Expense tracking, invoice review, budget monitoring, forecasting, cooperative advertising, and grant documentation.
- Marketing analytics: Google Analytics, digital campaign reporting, return-on-investment analysis, and visitor analytics such as Placer.ai.
- Project and team management: Scheduling, workflow coordination, staff supervision, delegation, quality control, and process improvement.
- Communication: Professional writing and editing, presentation development, public speaking, and effective communication with vendors, Chamber members, government entities, and other stakeholders.

SOFTWARE & EQUIPMENT

The position requires proficiency with professional design software and the ability to use digital marketing, analytics, and office tools effectively.

Relevant platforms include:

- Adobe Creative Cloud, particularly InDesign, Photoshop, Illustrator and Premiere Pro or After Effects.
- Microsoft Office or comparable productivity software, including spreadsheets and presentations.
- Google Analytics and digital advertising reporting platforms.
- Social media advertising and content scheduling platforms.
- WordPress or comparable website management systems.
- Email marketing platforms such as Mailchimp.
- VisitWidget or comparable app platforms.
- Placer.ai or comparable visitor analytics platforms.
- SurveyMonkey or comparable survey tools.
- Online registration and payment systems.
- Digital asset libraries, file management systems, photography tools, and common office equipment.

The Chamber's specific software, platforms, and assigned responsibilities may change as technology and organizational needs evolve.

PROFESSIONAL EXPECTATIONS

The Marketing & Media Manager is expected to:

- Exercise sound judgment and maintain a high level of professionalism.
- Demonstrate exceptional organization, accuracy, and attention to detail.
- Take ownership of assigned projects from planning through completion.
- Communicate proactively regarding deadlines, workload, budget concerns, and project challenges.
- Maintain confidentiality regarding sensitive financial, personnel, vendor, and organizational information.
- Use Chamber resources responsibly and seek cost-effective solutions.
- Follow established financial controls, purchasing procedures, personnel policies, and approval processes.
- Maintain accurate and accessible records of advertising, expenses, creative assets, and campaign results.
- Balance efficiency with thoughtful creative development and quality control.
- Demonstrate flexibility, accountability, initiative, and a willingness to assist other team members.
- Represent the Deadwood Chamber of Commerce & Visitors Bureau and the Deadwood community positively in all professional interactions.

ALL EMPLOYEES OF THE CHAMBER WILL

- Answer incoming phone calls and assist in-person visitor/business inquiries, to include Chamber front desk and Welcome Center as need throughout the year.
- All employees will assist with solo shifts in the Deadwood Welcome Center November through April on Tuesdays, Wednesdays and Thursdays.
- All duties as necessary during major events in Deadwood including pre-registration and registration
- Will be assigned to represent the Chamber on a business/tourism/event committee(s) in town or region
- Help cleanup/organize Chamber storage areas, offices, property, and vehicles
- Work together as a team and help where needed
- Additional tasks as assigned

DISCLAIMERS

This job description describes the general nature and level of work performed in this position. It is not intended to be an exhaustive list of all duties, responsibilities, qualifications, or working conditions. Responsibilities may be modified as organizational needs change. The employee may be assigned additional duties consistent with the position and the needs of the Chamber.

Employee also understands that this position is tasked with marketing work for additional entities, including but not limited to Broken Boot Gold Mine, Outlaw Square and MSI.

This position also requires the employee to be politically neutral when acting or speaking in their official role as a Deadwood Chamber employee, unless directed otherwise by the executive director by way of the Board of Directors.

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