

Maui Ocean Center, voted the 8th best aquarium in the World by Tripadvisor in 2018, is dedicated to inspire everyone to love and protect all the marine life and the oceans that our lives depend on. We are changing the definition of public aquarium and what it means to our local communities and visitors alike with our Vision and Mission and what we do every day. We love what we do.

Maui Ocean Center is looking for a passionate and professional Digital Marketing Specialist who will help drive our digital strategy and engagement to the next level. We are allocating more resources to our digital strategy as its relevancy is increasing as a tool to reach our audiences. We are a close knit Team that is very agile and data driven decision making is driving us daily with our hearts and minds firmly committed to our Vision and Mission. Be part of something larger than oneself.

Your role as a Digital Marketing Specialist at Maui Ocean Center is:

- Plan, design, create and deliver digital marketing programs to drive engagement and conversion
- Proficiency in all digital resources and understand how to utilize them in driving engagement and conversion
- Proficiency in social media and how to utilize it to drive engagement and conversion
- Developing, managing and designing layouts of communications such as presentations, newsletters, event support materials, research papers, and brochures.
- Planning, development and execution of national digital programs and campaigns, including online advertising, web site strategy and design, social media, mobile, and deliverables.
- Interfacing with marketing communications functions, as well as PR, events, retail, FB and business product marketing teams. Leading ongoing management of digital touch points, social networking landing pages, and mobile.
- Managing digital agency relationships, day-to-day production, as well as campaign budgets and schedules.
- Owning and maintaining site analytics, metrics, and campaign reporting.
- Presenting recommendations to Director of Marketing and Communications. Developing and coordinating multimedia packages.
- Coordinate and manage the creation of all digital content such as website, blogs, press releases and podcasts, infographics, videos etc.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights and brainstorm new and creative growth strategies through digital marketing
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Provide thought leadership and perspective for adoption where appropriate
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking

Benefits Competitive benefits offered including health, vision and dental as well as vacation, sick, and holiday.