



Cuvée is seeking a digital marketing guru. This role is responsible for the creation and execution of Cuvée's holistic digital footprint, including digital marketing listings, campaigns, and optimizations in conjunction with the overall marketing strategy. Through the integrated execution of these channels, the Digital Marketing Manager drives customer acquisition and lead generation. Individual should possess a minimum of five years of experience in digital marketing—*specifically in an e-commerce environment*—content marketing, social media, and email marketing, as well as be a strong verbal and written communicator. Experience in luxury travel and hospitality is a plus, but not required.

The Digital Marketing Specialist will report directly to the Vice President of Marketing.

### Job Responsibilities:

- Manage Cuvée's holistic digital presence, including but not limited to overall website and website content, digital partner content and listings, social media strategy (organic and paid), email marketing, and SEO/SEM.
- Supports and drives marketing activations related to demand generation, including audience segmentation, cold-to-warm lead nurturing, automation and lead generation
- Maintain regular certifications and ongoing education of search marketing changing landscape and algorithmic approach, including Google and Bing.
- In partnership with sales team, drive qualified lower funnel leads and opportunities, driving pipeline and revenue
- Update and maintain Cuvée's website; should possess strong working knowledge of Word Press CMS
- Manage and build CRM contact database to effectively market through personalized strategy and approach
- Produce effective, revenue-generating social media campaigns, including organic and paid social and influencer marketing
- Create and disseminate innovative and personalized email campaigns to Cuvée's various audiences (B2C, B2B, etc.)
- With a technical understanding of SEO strategy, provide regular updates and optimizations of Cuvée site to enhance search performance
- Manage and maintain a content strategy to support and enhance organic search results for Cuvée destinations, properties, and experiences
- Own and manage Cuvée's property listings and presence across various partner listings and networks, including but not limited to: Airbnb, Homeaway/vrbo, Luxury Retreats, Villas of Distinction, LaCure, and more.
- Drive direct online bookings and convert through Cuvée's e-commerce channel.
- Support the overall rehaul and optimization of direct e-commerce bookings, driving online direct reservation conversions.
- Coordination of content calendars across various digital content channels.
- Compilation of weekly marketing metrics and reports, including website analytics and traffic KPIs; measuring the success and reporting on campaigns to delivery to stakeholders
- Updating quarterly and monthly marketing plan and strategy.
- Liaising with third party agencies and vendors, including digital marketing and public relations.
- Destination review and testimonial management integration into overall digital strategy
- Developing new and dynamic ideas to market Cuvée properties and experiences.
- Marketing and communications administration, including data entry, expense reporting, salesforce updates, and more.

- Continued management of a comprehensive and strategic marketing plan that produces real return on investment, in conjunction with the VP of Marketing

Experience Requirements:

- BA in marketing and 5 years of multi-channel digital marketing experience
- Google Analytics and Google Ads certification or equivalent experience
- Experience in driving and increasing qualified web traffic to e-commerce sites with the intent to exponentially increase online sales
- Strong understanding of principles and technicalities of SEO and SEM
- Fluidity in website content management system (WordPress or similar)
- Excellent verbal and written communication skills; copywriting experience a plus
- Exceptional organizational skills
- Audience targeting through social media channels
- Self-starter with a sense of urgency who can simultaneously work efficiently and successfully in a team environment

Beneficial Platform Experience:

- Word Press
- Hospitality E-Commerce PMS / Booking Engine
- Social Media Management Platform, such as CoSchedule, Later.com., HootSuite.
- Adobe Creative Suite
- Salesforce
- Email Marketing Platform, such as Campaign Monitor.
- Airtable
- Asana
- Escapia
- Airbnb/Homeaway

Qualified candidates should send resumes to Sarah Adams / [sarah@cuvee.com](mailto:sarah@cuvee.com).