

Content Manager

Augusta Convention & Visitors Bureau (CVB)

About the Augusta Convention & Visitors Bureau (CVB):

The Augusta CVB is a private, non-profit 501(c)(6) corporation. Our organization vision is to be the prime advocate and leader of visitor marketing and destination development in Augusta's River Region.

Our Mission

- Tell Our Story: Internal + External
 - Destination Marketing
 - Create Tourism Products
 - Support the Tourism Economy
- Attract Visitors to Augusta's River Region

Website: VisitAugusta.com | Hashtag: #loveaugusta | Instagram: VisitAugusta | Facebook: VisitAugusta | Twitter: @VisitAugustaGA

The Content Manager is part of the Marketing team and reports directly to the VP of Marketing. The VP of Marketing reports to the President/CEO.

Team members include:

1. Vice President of Marketing (VPM)
2. Marketing & Communications Manager (MCM)
3. Content Manager (CM)
4. Marketing & Sales Coordinator (MSC)

Position Summary

This position is part of the Marketing team who provides all marketing communications, public relations, and advertising services for the organization and destination. The Content Manager's principle role is to create, maintain, improve, and share content to increase brand awareness and engagement with visitors, clients, and residents. Content is defined as multimedia articles, blog posts, social media posts, press releases, and copywriting that aid in fostering engagement with the Augusta brand. This position is responsible for the development and execution of the CVB's content strategy and interpretation of analytics to maximize engagement online. We are looking for candidates who possess the ability to think both creatively and analytically.

Core Responsibilities

- Manage the creation, curation and publishing of inspiring high-quality content (multimedia articles, blog posts, print, images, and video) to reach/engage target audiences (visitors, meeting planners, stakeholders, locals) across all platforms and channels.
- Develop content strategy that aligns with the CVB's strategic priorities and objectives.
- Optimize digital content according to SEO.
- Manage content distribution to online channels and social media platforms to increase website traffic and engagement.
- Create and maintain a working relationship with the CVB's contracted website host and digital agency for purposes of achieving maximum return on website investment and growing unique visitors to the website and engagement rates during those sessions.
- Evaluate analytics and data generated by website and social media traffic; create and maintain clear, concise reporting formats for key performance indicators (KPI's); translate and make recommendations regarding new tactics or necessary shifts in existing tactics based on gathered data.
- Oversee and collaborate with MSC and designated creative agency on the production and execution of the CVB's e-marketing strategy.

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- Manage CVB's Content Management Software (CMS).
- Collaborate with MCM on website layout, design, and industry partner representation.
- Provide copywriting services for CVB printed collateral and advertisements.
- Oversee the production and distribution of the CVB's main fulfillment piece, *The Augusta Experience Guide*; maintain a working relationship with the CVB's contracted publisher to ensure key milestones are met for timely delivery of the publication.
- Ensure compliance with the law (e.g. copyright and data protection).
- Maintain strong brand standards and voice on CVB marketing platforms.
- Aid in the planning, creation, and implementation of the social editorial content calendar, including regular publishing schedules to meet and exceed the CVB's social media goals.
- Develop and manage Augusta Insiders Group (AIG) made up of influential Augustan's that know and love the destination to assist in telling Augusta's story.
- Utilize user-generated content system to curate photography for use within the CVB's content to tell authentic Augusta stories.
- Ensure all CVB generated content is being repurposed and distributed across all CVB owned marketing platforms.
- Generate and publish content on industry partner website to include, but not limited to Google, ExploreGeorgia.org, Southeast Tourism Society, TripAdvisor, etc.
- Provide editing support for the monthly, quarterly, and annual reporting for the CVB.
- Manage industry partner contact lists in conjunction with the Marketing team.

Other: Perform other duties/projects as needed/assigned

Knowledge, Abilities and Skills

- Bachelor's Degree or equivalent experience, preferably in Marketing, Communications, English, Journalism. A minor or focus in Business Management, Computer Science, or Project Management a strong plus
- Strong written communication and editing skills including copywriting, writing for digital and social media/blog writing
- Ability to work on new projects with limited guidance
- Ability to work both independently and collaboratively, depending on the nature of the project
- In-depth knowledge in content marketing and social media platforms
- Working knowledge of Google Analytics for reporting, annotation, and research purposes; additional online reporting platforms as needed
- Understanding of destination marketing with a preferred background in DMO/tourism, agency or corporate environment, but not required
- Demonstrated skill in setting and achieving goals for digital marketing
- Still photography and video shooting and editing abilities a strong plus
- Graphic design experience and working knowledge of Adobe Design Suite (Photoshop, InDesign, Illustrator, etc.) a strong plus
- Exceptional computer skills; highly proficient in Word, Excel, PowerPoint, Outlook, Publisher knowledge and proficiency working with website CMS and CRM a plus
- Practices superior time management
- Flexible and able to work outside traditional office hours, including evenings and/or weekends

By **February 21st**, please submit your **cover letter, resume** and **2-3 writing samples** to: Content@VisitAugusta.com.