

## **Content Marketing Specialist - Creative Marketing Team**

### **Reports to: Marketing Manager**

**Job Overview:** This position is a member of the Creative Team at Visit Estes Park, responsible for social media planning and execution, participation in blog writing and editing process, as well as managing Visit Estes Park's website. We are seeking a motivated and savvy Content Editor to oversee our content publishing needs in a fast-paced work environment. You will work with a team of writers and designers to develop and curate compelling and engaging content for our audience. This position is responsible to increase web traffic and brand awareness through the marketing of content online.

This position is also responsible for creating "shareable" content, editing content, distributing content on the appropriate platforms and measuring the results of marketing activity. You should be comfortable working in a team environment, have excellent communication and organizational skills.

### **Responsibilities & Duties**

- Orchestrating digital content strategies across all online platforms.
- Manage, maintain and execute social media on all Visit Estes Park channels (Facebook, Instagram, Twitter, Pinterest and Youtube)
- Write, edit and ideate for the Visit Estes Park Blog
- Manage [VisitEstesPark.com](http://VisitEstesPark.com) website and update content pages
- Execute SEO plan and follow best practices
- Review and approve online events calendar submissions
- Create and manage a Content Calendar to be utilized for blog, social media, website, etc.
- Create and send consumer digital Newsletters
- Write and edit copy for PR and Marketing Materials
- Driving traffic and engagement that translates to sales and brand promotion.
- Managing a content marketing budget.
- Measuring the results of marketing activity to inform future marketing campaigns.
- Knowing which platform different kinds of content are best suited to.
- Designing and implementing creative marketing strategies to disseminate content.

### **Qualifications & Skills:**

- College degree in Marketing or a relevant field preferred or comparable work experience in related industry
- Highly organized and able to manage multiple projects at once
- Data-driven and highly analytical with proficiency in social media data and Google Analytics
- Time management skills
- Excellent interpersonal skills, written and verbal communication

**Salary Info:** Non-Exempt \$18.51-\$19.95/hr;

This position is eligible for benefits including: medical, dental, vision, and life insurance.

**For consideration please submit your resume to:**

**[HR@Visitestepark.com](mailto:HR@Visitestepark.com)**

Applications will be accepted through 01/03/2020