

Job Title	Digital Content Manager
Department	Marketing & Communications
Reports To	Vice President of Marketing and Communications
Organization Summary	<i>Visit Fort Wayne</i> is Allen County’s official destination marketing organization. We promote Fort Wayne as a destination for leisure, group, convention, and sports travel.
Job Summary	Responsible for social media strategies and digital marketing strategies and implementation, as well as blog and visual content creation for the leisure marketing team.
Responsibilities	<p>Social Media Manage Visit Fort Wayne’s social media channels to encourage more visitations to Fort Wayne.</p> <p>Create and schedule posts, modify content for different platforms, monitor platforms for mentions of Fort Wayne or Visit Fort Wayne, and respond and engage with comments.</p> <p>Manage the Current Fort Wayne Facebook page to inform locals about events and help instill community pride.</p> <p>Oversee and assist Marketing and Communications Coordinator with Visitors Center social media as needed.</p> <p>Adapt to new social media platforms and changes to current platforms.</p> <p>Work with the group sales team to plan and create LinkedIn content for sales strategies.</p> <p>Collaborate with local social media influencers to promote special events and initiatives.</p> <p>Digital Marketing Work with agency to write copy, prepare creative, and place all digital and social media ads for leisure and additional campaigns throughout the year.</p> <p>Work with agency to monitor performance and adjust ads as needed throughout their duration.</p> <p>Content Creation — Photo and Video Manage and update photo library. Photograph events, attractions, sports, and other needs.</p> <p>Engage with professional and freelance local photographers to purchase photography or send on assignment as needed.</p>

	<p>Coordinate video projects. Work with videographers to create new videos and series. Update existing videos yearly for promotional use.</p> <p>Assist with capturing video footage as needed.</p>
<p>Knowledge, Skills & Abilities</p>	<p>Strong understanding of social media platforms and trends and ability to adapt to platform changes.</p> <p>Knowledge of photography and videography, both skills and editing softwares needed.</p> <p>Understanding of PR and good crisis communication skills.</p> <p>Excellent verbal, written, and interpersonal communication skills.</p> <p>Project management: detail-oriented and capable of meeting simultaneous and frequent deadlines.</p> <p>High level of skill and competency and the ability to work with limited supervision and to make duty-related decisions.</p> <p>Excellent interpersonal skills and an aptitude for working with and relating to a wide variety of personalities and tasks.</p> <p>Exceptional work ethic and high energy and enthusiasm.</p> <p>Knowledge of convention and tourism industries is a plus.</p> <p>Must be able to travel as the job demands.</p>
<p>Education & Work Experience</p>	<p>Bachelor's degree in Marketing, Communications, Journalism, English or related field from an academic institution.</p> <p>3 years experience in social media, digital marketing, or marketing.</p> <p>3 years experience using social and digital marketing software, and some experience with analytical tracking.</p>

Benefits	<ul style="list-style-type: none"> ● Employee Medical Insurance ● Dental Insurance ● Vision Insurance ● Long Term and Short-Term Disability Insurance 	<ul style="list-style-type: none"> ● Life and Accidental Death and Dismemberment Insurance ● Paid Parking ● Paid Professional Development ● Paid Holidays ● YMCA Optional Discounted Membership
Hours	Monday - Friday 8 am – 5 pm; Very minimal weekends, evenings, and holidays based on office demands.	
Salary	Salary, Exempt, Full Time Position Offers a competitive salary commensurate with education, qualifications and experience. Starting at \$55,000/year	
Equal Opportunity Employer	<i>Visit Fort Wayne</i> is an equal employment opportunity employer.	
Pre-Employment Requirements	A background check will be completed for any individual offered a position of employment. <i>Visit Fort Wayne</i> is a drug-free workplace.	
Workplace Commitment	Every employee is to engage in, and support, our workplace commitment statement: <i>“All team members are expected to contribute to our harmonious, healthy, honest, inclusive, positive, safe, and productive work culture and environment.”</i>	
To Apply	Send cover letter and resume to kristen@visitfortwayne.com	