



**Job Title:** Digital Content Creator

**FLSA Status:** Non-Exempt

**Department:** Marketing

**Compensation:** \$20-\$24/hour

**Reports to:** Marketing & Communications  
Manager

(depending on experience)

### **SUMMARY**

The mission of the Fresno/Clovis Convention and Visitors Bureau (dba Visit Fresno County), a destination marketing organization, is to promote the Fresno/Clovis region to all travel markets. In partnership with the hospitality industry, Visit Fresno County generates increased visitor spending, local tax receipts and job development.

Under the direction of the Marketing & Communications Manager, the Digital Content Creator will be responsible for maintaining the health of Visit Fresno County's website, creating compelling content across a variety of platforms, maintaining an engaging digital app, while also understanding, evaluating and integrating our analytics and reviewing DMO competitors to create new digital content.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** *(include but are not limited to the following):*

- Create content across a variety of platforms: social media content (photo & video), blogs and other writing assignments as required
- Maintain website to create an efficient user experience
- Troubleshoot website issues and file development tickets as necessary
- Participate in calls with SimpleView, Visit Widget and other providers
- Collaborate with Research Analyst to review competitor content and relay findings to marketing team; collaborate with team to develop improved site content
- Maintain efficient and effective user experience on the Visit Fresno County app
- Maintain social media accounts, including responding to messages and comments as necessary



## **SUPERVISORY RESPONSIBILITIES**

No supervisory responsibilities.

## **ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

- General office operations, policies and procedures
- Microsoft Word, Excel, PowerPoint, Outlook
- Google analytics, social media analytics (Facebook, Instagram, Twitter, TikTok and Pinterest), standard SEO principles
- Principles for maintaining brand alignment

### **Ability to:**

- Maintain a working knowledge of the changing digital landscape
- Regularly source new, innovative and effective content
- Consistently demonstrate an in-depth knowledge of journalistic best practices
- Interact with the public (business owners, community leaders, etc) in a professional, engaging manner
- Understand Visit Fresno County's audience preferences on social media, website visitor preferences and trends
- Liaison with the sales, research and administrative departments as necessary
- Provide clear, concise communications (verbal and written) in a timely fashion
- Work independently and efficiently
- Adhere to deadlines and deliver quality work
- Demonstrate strong organizational skills and be able to prioritize tasks in a logical manner
- Understand the organization and operation of the FCCVB and of outside agencies as necessary
- Be flexible with schedule, as some events requiring social media coverage may occur outside of regular business hours



## **EXPERIENCE AND EDUCATION GUIDELINES**

- High school diploma required
- Certifications in digital media creation/management preferred, some higher education required
- Professional writing experience preferred
- Prior experience in managing professional social media profiles
- Previous customer service experience required

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position requires sitting, standing, walking, reaching, kneeling, bending, and stooping in the performance of daily activities. Also required are grasping, repetitive hand movement, and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading work related documents. Acute hearing is required.

## **WORKING ENVIRONMENT**

The work environment characteristics described as high volume and fast paced. Employee must have the ability to work with a diverse population and in a standard office environment. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. This is not a remote position.