

Job Title	Digital Content Manager
Report To:	Director of Communications and Engagement
Summary:	<p>Creation and management of all content initiatives both internal (blog posts, guides, organization collateral) and external (guest posting, user-generated content), across multiple platforms and formats to drive brand awareness and engagement, converting them into visitors, active fans and promoters of Coastal Mississippi.</p>
Duties & Responsibilities:	<p>Collaborate with local experts in each of our content segments and facilitate authentic storytelling.</p> <p>Amplify our brand identity through the creation and curation of content for all relevant social platforms, website, email newsletter and other marketing channels</p> <ul style="list-style-type: none"><li>○ Produce assets – photo and video</li><li>○ Blogs – Blog regularly to expand Coastal Mississippi’s digital footprint, awareness, subscribers, and leads</li><li>○ E-Newsletters – analyze consumers behavior interacting with e-newsletters and develop strategies to grow audience and increase engagement</li><li>○ Content that will assist meeting planners<ul style="list-style-type: none"><li>▪ Meeting Planner testimonials</li><li>▪ Content showcasing our meeting facilities</li></ul></li></ul> <p>Constantly analyze how content is performing and provide feedback to team and agencies.</p> <p>Collaborate with advertising, public relations and social media agencies.</p> <p>Reputation Management (Third Party Review Sites) – monitor and advise partners on best practices.</p> <p>Manage content on special campaigns and initiatives such a TripAdvisor Premium Destination Partnership City Pages.</p> <p>Educate partners on social media best practices.</p> <p>Create monthly reports.</p> <p>Serve as the project manager for special campaigns and projects.</p>

Requirements:

Four-year or two-year degree from an academic institute in Communications, Journalism, Marketing or another related field preferred. Comparable experience acceptable.

Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our brand.

High level of creativity, attention to detail, and project management skills.

Deep knowledge of social media marketing.

Active and well-rounded personal presence on social media, with a command of each network and their best practices.

Photo and video shooting and editing.

Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.

Solid understanding of SEO and content marketing.

Good eye for design and the ability to source and edit images.

Experience with Adobe Creative Suite.

Experience in graphic design.

Google AdWords and Google Analytics experience/certification a plus.

Drone experience a plus.

