



**Position Title:** **Content & Creative Manager**  
**Reports To:** Vice President of Marketing Communications  
**Department:** Marketing Communications  
**Status, Classification:** Full-time Regular, Exempt

**Position Summary**

The Content & Creative Manager collaborates in the development of the integrated brand and creative content marketing initiatives and manages content and design projects that target leisure and group traveler audiences to inspire responsible visitation and generate awareness of Monterey County as a desired travel destination.

**The ideal candidate in this role will:**

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful team member
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest, and accountable
- Positively contribute to the team culture
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative and strategic
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the targeted goals of the organization

**Role and Responsibilities**

- Work with Marketing Communications team members to conceptualize and execute content and creative for a variety of channels
- Serve as manager, content creator and editor for blogs, social media, website, e-newsletters, reports, and other projects including but not limited to community/industry correspondence, presentations, and collateral
- Work closely with internal team and external partners to obtain information, research appropriate content, and draft content
- Manage editorial calendars and content requests
- Design authority and creation of graphics for marketing communications, business development, community relations and other business needs as aligned with needs and brand standards
- Attend events, visit member businesses and get out into the community to capture and create visual content

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- Design animations and videos for social, digital and website use
- Provide creative input and support on advertising concepts, including broadcast, print and digital activities
- Participate in ideation and creation of seasonal campaigns and long-term brand platforms to support leisure and group travel
- Act as “keeper of the brand” and bring to life the brand/destination narrative through creative use of integrated tactics, ensuring brand consistency and continuity
- Manage digital asset library and asset curation and distribution
- Collaborate with and manage relevant agency partners, vendors and contractors
- Work with Communications team members to create integrated campaigns and content initiatives
- Work with Marketing team members on content projects including website and blog updates, social media programs, email marketing campaigns, etc.
- Measure and report performance of content marketing programs and participate in monthly reporting for the department
- Manage internal and external resources to meet deadlines
- Ensure assigned projects are delivered as scheduled and within budget to best possible quality standards
- Regularly communicate and work with local partners, businesses and industry stakeholders
- Submit projects for award entries
- Create internal process efficiencies and improves value for stakeholders
- Contribute to our safe, healthy, positive and harmonious work culture and environment

### **Supervisory Responsibility**

This position currently has no direct supervisory responsibility but that could change in the future.

### **Other Duties**

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Expected Competencies**

- A keen interest in making connections between content and design
- Excellent design, organization, written communications skills and a passion for producing high quality materials
- Excellent understanding of the full marketing mix
- Project management and planning skills
- Critical thinking skills with sound independent decision making and problem solving abilities
- Superior time management skills
- Ability to prioritize and balance multiple projects simultaneously
- Excellent relational skills and professional approach to working with a wide variety of stakeholders

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- Excellent written and verbal communication skills
- Strong organization skills and processes knowledge
- Superior attention to detail and quality control
- Creativity and ability to turn ideas into results
- Willingness and ability to learn and grow within the organization
- Results driven, proactive and able to work independently and in groups
- Ability to maintain a positive attitude and thrive in a fast-paced work environment
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to recognize and maintain confidentiality of information
- Ability to work special events, evenings and weekends as needed
- Ability and availability to maintain an excellent attendance record

### **Desired Education and Experience**

- More than five years' work experience in a communications, design or marketing capacity
- Four-year college degree in writing, journalism, graphic design, communications, marketing, or related field or equivalent combination of experience, education and training
- Experience in developing content initiatives and programs
- Advance level proficiency of Adobe Creative Suite (InDesign, Illustrator, Photoshop, and Acrobat Pro) and all Microsoft Office products; proficiency in both PC and MAC environments; familiar with cloud computing environments
- Basic video editing/production skills and experience, some photography experience
- Basic knowledge of web development, CMS/CRM systems, as well as basic HTML and CSS skills
- Experience managing staff, agencies and contractors
- Knowledge of Monterey County
- Prior travel/tourism and/or group/meetings marketing experience

### **Work Environment**

This position operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets. This position includes some traveling within Monterey County and outside the area to industry events or other activities and locations where the environment may vary.

### **Physical Demands**

This is predominantly a sedentary role; some filing and moving around within the office is expected. This role requires the ability to open filing cabinets and walking, driving, bending and standing frequently as necessary. The position includes some traveling by car and plane; extended periods of standing or sitting are expected.

### **Position Type/Expected Hours of Work**

This is a full-time in-market position. Days and hours of regularly scheduled work are Monday through Friday, 8:30 a.m. to 5 p.m. PST. Some evening and weekend work is expected including travel time as needed.

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**Travel Expectation**

This position may require up to 10% local travel. This position may also require travel on occasion outside of Monterey County and/or California to attend industry meetings, conferences or other events/activities.

MCCVB offers a comprehensive Team Member Investment Package including but not limited to competitive salary, incentive potential (bonus based on goal achievements), professional development (enhancing your knowledge, skills and competencies), paid time off (illness, injury, holiday, vacation, rest, relax, recharge, volunteer and more!), 401k/Roth savings plan including employer match and shared cost group health, dental, vision, life and long-term disability insurance coverage.

If you are interested in joining our team, please send your cover letter and resume to [HR@seemonterey.com](mailto:HR@seemonterey.com)

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