

MONTEREY
Monterey County Convention
& Visitors Bureau

Position Title: Content Manager (Temporary Position)
Reports To: Director of Marketing Communications
Department: Marketing Communications
Job Status, Classification: Temporary, Non-exempt

Position Summary

The Content Manager will develop integrated social and content marketing initiatives and assist in creating and implementing content marketing programs that target leisure and group traveler audiences.

Essential Functions & Responsibilities

- Manage the development of a comprehensive integrated content marketing program that target both leisure and group meeting audiences utilizing advertising, media relations, digital, direct, experiential and other forms of marketing
- Fulfill existing social goals and identify new goals and success metrics related to social/content marketing itself and the impact on other tracking metrics
- Ensure that content and the social 'voice' of MCCVB is consistent and on brand
- Collaborate with team members and outside agencies to implement the social/content marketing plan
- Utilize appropriate analytics and tracking services to monitor and optimize performance, including audience growth and engagement
- Develop and manage opportunities to leverage member social content and programs
- Collaborate with strategic partnership programs to increase the social/content marketing value of such partnerships
- Assist in managing annual social/content budget and tracks project costs to control expenses
- Conducts comprehensive monthly reporting using various tracking tools
- Provide monthly billing reports to Accounting
- Develop, manage and track website content including general messaging, blogs, contests, member pages, photos and any new media. Ensures currency and accuracy
- Interact with and lend direction to CMS/CRM provider; assist in administering CMS, digital and social marketing systems
- Collaborate on the development and implementation online marketing promotions and campaigns.
- Interact with online booking engine representative(s) and manages optimization on the website.
- Track and maintain syndication of MCCVB site content on partner, social networking and general tourism websites.

- Contributes to our safe, positive and harmonious work culture and environment.

Other Duties

Please note this job description is not designed to 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

- Ability to motivate team members to produce quality results within tight timeframes and simultaneously manages several projects
- Superior written and verbal communication and interpersonal skills
- Proficient in Microsoft Office products, Word, Outlook, PowerPoint and Excel; proficient in both PC and MAC environments; familiar with cloud computing environments
- Proficient with Google Analytics and social media scheduling tools/platforms
- Accomplished at multi-tasking, following direction, and using creative planning skills
- Ability to recognize and maintain confidentiality of information.
- Ability to work under pressure and maintain professionalism.

Desired Education and Experience

- College degree in the field of marketing communications
- At least 5+ years' experience in a position relating to integrated social and content marketing programs
- Experience in weaving social/content marketing into traditional marketing programs
- Experience in strategic program planning and implementation with knowledge of marketing communications insights and industry trends
- In-depth knowledge of social and content marketing trends and emerging platforms and ability/knowledge to stay ahead of the curve in social/content marketing
- Experience in planning marketing strategies and initiatives in conjunction with overall organizational strategies and objectives
- Experience in collaborating with and training team members

Preferred Education and Experience

- Proficiency with CMS/CRM platforms
- Experience in tourism and/or hospitality industry a plus

Supervisory Responsibility

None.

Work Environment

This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role with extended time sitting at and using a computer including keyboard and mouse. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time temporary position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours is not expected. This temporary position is expected to end in May 2020.

Travel Expectation

This position may require up to 10% travel.

Additional Eligibility Qualifications

- Must maintain an excellent attendance record
- Must submit to a background check

MCCVB offers a competitive compensation.

If you are interested in joining our team, please send a cover letter and resume to HR@seemonterey.com