

NEW ORLEANS COMPANY

POSITION TITLE: CONTENT CREATOR – LEISURE FOCUS

DEPARTMENT: MARKETING

ACCOUNTABLE TO: DIRECTOR OF EDITORIAL & CONTENT MARKETING

STATUS: FULL-TIME, EXEMPT

Primary Objective of the Position:

Support the Senior Manager of Social Media in content ideation, content development and creation, live event coverage, social content calendar management, crisis response, performance reporting, and internal briefing. Support the Director of Editorial and Content Marketing in the creation of website content, including blog pieces and photography.

Major Areas of Accountability:

Social Content Ideation

- Provides content suggestions for leisure social channels based on the editorial calendar, past performance data, current trends, and insights from social listening.
- Makes recommendations for creating content that aligns with the department's goals and objectives.
- Provides direction on differences in content needs across platforms to identify what types of content works best for each channel's respective audiences.
- Monitors new trends and insights to leverage and suggest fresh, innovative content ideas.
- Collaborates with the team to brainstorm and test new content formats and strategies.
- Engages in regular creative exploration sessions to pitch and refine new content ideas.

Content Creation

- Helps to schedule and implement content projects, ensuring timely execution and alignment with strategic goals under the direction of the Manager of Social Media.
- Utilizes learnings from analytics and social media trends to refine content creation processes and optimize performance.
- Drafts and publishes approved content across all major social media platforms natively and via social media management platforms like Sprout Social.
- Sources UGC as needed and manages relationships with original content providers/owners.
- Supports live event coverage on social as needed, and assists in identifying local content creators to contract with for special event coverage.
- Assists with creation of content and monitoring of conversations related to crises and any major issues that could potentially impact brand.

- Maintains and builds connections with New Orleans businesses to enhance content collaboration opportunities.
- Creates new leisure blog content for NewOrleans.com, including photography needs for blog content and business listings.

Social Reporting and Internal Briefing

- Creates social performance reports based on primary KPIs and benchmarks, as determined by the Manager of Social Media
- Works with Manager of Social Media to identify actionable insights and key findings from social performance reports to help guide content strategy
- Coordinates and leads regular briefings with content team on social performance
- Proactively seeks out and learns advanced analytics techniques and tools to enhance reporting accuracy and depth
- Devotes a set number of days per month to analyze post-performance, competitor performance, and trends to best optimize the channels for growth and engagement, in keeping with the department's incentive-based goals

Community Management

- Shares a critical role with other social team members in community management for both leisure and corporate social channels. This includes but is not limited to responding to direct messages, engaging with comments on content posted and engaging with other content posted within the community
- Community Management responsibilities will be divided as equally as possible between all social media team members

Ideal Traits:

Social and Culture

Naturally curious - consistently up to date on industry news, trends and best practices and is excited by them

Strong understanding of best-in-class social marketing

Constantly seeking opportunities to test something new

Culture junkie – always knows the latest meme trending on social and its larger impact

Loves all things NOLA and has a strong understanding of what makes the city unique

Loves immersing themselves in consumer experience

Innovation

Takes an innovative approach to problem solving

Eager to expand knowledge and skills through continuous learning and professional development

Manages up to identify problems and bring solutions

Highly self-motivated with a can-do attitude

Total team player - excellent collaborator and communicator

Strong project management and organizational skills

Education and/or Experience:

Bachelor's degree or equivalent from a four-year college or technical school; and one to two years related experience and/or training or equivalent combination of education and experience.

Knowledge, Skills & Abilities:

- Proficient in Microsoft Office suite or similar. Knowledge of spreadsheets and database programs, desired. Prior experience with a CRM or data management system a plus.
- Strong problem-solving abilities, attention to detail and follow-through.
- Ability to manage multiple objectives simultaneously and prioritize appropriately.
- Possess excellent communication and interpersonal skills including the ability to speak effectively before groups of customers, members and/or employees of the organization.
- Ability to work well in a team environment.

Physical, Mental & Environmental Demands:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the experience, knowledge, skill, and/or ability required. Reasonable accommodation may be made upon request to enable individuals with disabilities to perform the essential functions of the job.

Position operates in several different environments, but predominantly in an office environment with prolonged periods of sitting or standing at a desk and working on a computer. Does not entail exposure to challenging or hazardous conditions. This position will require frequent weeknight and weekend assignments, often off-site, including occasional overnight stays. Ability to travel by airplane and operate a motor vehicle, or in lieu of a driver's license, access to reliable transportation.

Other duties:

Please note this job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice and do not imply a contract of employment.

ABOUT US:

New Orleans & Company is the official destination sales and marketing organization for New Orleans' tourism industry representing over 1,100 member companies in the city's hospitality community. Founded in 1960, our mission is to inspire, promote and encourage travel to our city for the economic, social and community benefit of New Orleans and its people. Our vision is to ensure New Orleans remains the most remarkable, unique and welcoming city in the world to live, work and visit. At **New Orleans & Company** our values are more than just words on a page. They guide everything we do; from the way we work with our members, partners and communities to the experiences we create for our visitors. We believe in trust, building genuine relationships that foster long-term partnerships. We value authenticity, striving to be true to ourselves and our city in all that we do. We embrace innovation, constantly seeking new and better ways to serve our stakeholders and enhance the visitor experience. Collaboration is at our core, recognizing that we are stronger together. We champion inclusivity, creating a welcoming and accessible destination for all.

Finally, we strive for excellence in all that we do, holding ourselves accountable to the highest standards of performance and service. These values define us and guide us, helping us to fulfill our vision of making New Orleans the most remarkable, unique and welcoming city in the world.

Responsibility for Work of Others: None

***New Orleans & Company** provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. **New Orleans & Company** complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*