

Visit Pensacola

Job Description for Digital and Creative Associate

Job Title:	Digital and Creative Associate
Reports To:	Director of Marketing and Communications
Department:	Marketing
Status:	Non-Exempt, Full Time, VP office
Salary Range:	\$40K - \$55K

Summary: This position reports to the Marketing & Communications Director and will proactively design, create, and edit digital and video content and projects for Visit Pensacola.

Essential Duties and Responsibilities include the following.

Create, design, produce internal print marketing, videos, email, photography, digital and animated graphics, and campaigns for the organization.

- Design, develop and produce multimedia content (graphics, videos, photos) across many mediums and communication channels, including but not limited to print, website, social media, video, and broadcast.
- Assist with editing content for monthly consumer and partner e-newsletters.
- Work with Director of Marketing to create all internal signage, brochures, invitations, presentations, and informational materials.
- Assist with media requests; answering questions, sending information and photos, and connect people and businesses in the community that can help create the best story possible.
- Create digital content for various media outlets.
- Assist Digital Marketing Manager in updating websites' components as needed (i.e., uploading content, new headers, inserting links).
- Record (including live streaming) and edit video and audio for all in-house video and digital content.
- Maintain Visit Pensacola's logo and brand guidelines and update as needed.
- Assist in producing monthly Stakeholder e-News and Consumer Newsletters.
- Monitor and pull information from social media accounts (Facebook, Twitter, and Instagram & CrowdRiff).
- Produce and maintain a current high-quality digital photo and video library, in addition to creating a library of B-Roll for large-scale projects and file system of all signed release forms and requests.
- Design, create and manage in-house Videography production.
- Collaborate with outside media production vendors for projects as needed.
- Knowledge and experience in media production and content management applications such as Canva, Lumen5, etc
- Knowledgeable in content creation for industry trends, including but not limited to Instagram reels and stories, gifs, and live streaming
- Keep up to date with emerging industry technological and software developments and trends.

Participate as a representative at various meetings, receptions and events during regular business hours, evenings and weekends locally and out of the market as required.

Provide high-quality professional service to clients to fulfill needs effectively and efficiently, demonstrating credibility, trust and support.

Improve processes and policies in support of organizational goals, maximize output, adherence to rules, regulations and procedures.

Individuals should be hard workers, team players, problem solvers, flexible people, self-starters, demonstrate initiative and strong communication skills.

All other duties as assigned.

Education/Experience:

Bachelor's degree (B. A.) from four-year College or university; a minimum of one to two years related experience and/or training; or equivalent combination of education and experience.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Team Work - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

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

Language Ability: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Math Ability: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability: Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills: To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Payroll systems; Project Management software and Database software.

Certificates and Licenses: No certifications needed

Supervisory Responsibilities: This position has no supervisory responsibilities.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Physical Demands: The physical demands described here represent 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 employee must occasionally lift and/or move up to 50 pounds. While performing this Job's duties, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand, walk; climb or balance; stoop, kneel, crouch, or crawl and taste or smell.