

JOB DESCRIPTION



EMPLOYEE: Open

POSITION: Content Specialist

DEPARTMENT: Communications & Marketing

DATE: September 2026

REPORTS TO: Content Marketing Manager

FLSA STATUS: Full Time/Non-exempt

HOURLY RANGE: \$26.44 - \$33.65

SUMMARY

The Content Specialist will develop and produce content for Visit Sacramento and its various content platforms under general direction from the Content Marketing Manager and other marketing and communications senior staff. The role will proactively research and pitch content ideas based on organizational priorities, Sacramento happenings, audience interests, and trends, with an emphasis on photography, video, and writing. The Content Specialist also supports critical administrative functions of the department, such as reporting, database maintenance and monitoring.

The position works with all Visit Sacramento departments to ensure content is consistent, updated in a timely manner and reflective of Visit Sacramento's brand standards.

ESSENTIAL FUNCTIONS

Content Development & Support

- Approaches content shoots and story development with multiple channels in mind, identifying opportunities to capture both photo and video assets and repurpose stories across web, blogs, social media, newsletters, and other platforms.
- Serves as an active storyteller for Sacramento by regularly experiencing the destination and identifying businesses, neighborhoods, events, attractions, food, arts and culture, sports, outdoor activities and people that can become compelling content.
 - Proactively identifies content opportunities rather than relying solely on assigned projects, maintaining a pipeline of timely and evergreen story ideas.
- Stays connected to Visit Sacramento's work across departments and identifies opportunities for photo and video content to support marketing campaigns, convention sales, partnerships, events and other organizational priorities.
- Builds relationships with local businesses, attractions, event organizers, community partners and other stakeholders to uncover stories and strengthen Visit Sacramento's content.
- **Video** – Under the direction of the Content Marketing Manager, concepts, shoots and edits short-form video content for Visit Sacramento's digital platforms.
 - Produces a range of short-form video, from timely and evergreen social content to more developed storytelling pieces such as event and organizational recap videos.

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- Attends events such as media previews, press conferences and other activities hosted by partners, sponsors and stakeholders to capture content.
 - Stays current on video trends and identifies relevant opportunities for Visit Sacramento's digital channels.
- **Still Photography** – Plans, shoots and edits photography for Visit Sacramento events, marketing campaigns, and other content needs, showcasing Sacramento's people, places, experiences, and events.
- **Writing** – Researches and writes content for Visit Sacramento's marketing channels, including blogs, social media captions, newsletters, web and other platforms.
 - Adapts content for different platforms and audiences while maintaining Visit Sacramento's brand voice.
 - Develops copy to complement photography and video as needed.
- **Web Content** - Regularly monitors Visit Sacramento's websites to ensure content is accurate and current, including refreshing photography, video and written content. Updates content as appropriate or flags needed updates for the appropriate team member.
- **Graphic Design** – Creates basic graphics for Visit Sacramento advertising and marketing programs.
- **Analytics** – Tracks monthly content performance across social media and web and identifies trends and insights to help inform future content development.

Administrative Support

- Composes reports, online reporting, invoice processing and other documents as directed by department leadership.
- Maintains creative file library, including organizing and periodically reviewing photo, video and other creative assets for relevance and currency.
- Provides meeting support as needed, including preparing agendas and meeting notices, taking and distributing meeting minutes, coordinating refreshments, and assisting with meeting room setup and breakdown.

MINIMUM QUALIFICATIONS:

- College degree in journalism, marketing, communications or related subject and/or equivalent work experience
- Demonstrated photography, video production and editing skills, including experience creating short-form videos.
- Strong portfolio demonstrating original content creation, including photography, short-form video, writing and digital storytelling

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- Ability to manage content shoots independently, including planning required photo and video assets in advance
- Ability to identify and pitch compelling content ideas and develop stories from concept through execution
- Strong writing and proofreading skills with experience developing content for various platforms
- Understanding of content trends and digital content best practices
- Proficient in basic website content updating and familiar with SEO and web content best practices
- Knowledge of Canva or similar design tools; familiarity with Adobe InDesign preferred
- Strong interpersonal skills and comfort interacting with partners, local businesses and community stakeholders
- Highly organized with strong attention to detail and the ability to prioritize and manage multiple deadlines and shifting priorities in a fast-paced environment
- Proactive, resourceful and responsive, with the ability to move quickly while maintaining accuracy, professionalism and sound judgment
- Ability to concentrate and work in a busy, sometimes distracting environment
- Enthusiasm for Sacramento as a great place to live, work and visit

PHYSICAL DEMANDS

- Employee may experience the following physical demands for extended periods of time.
- View computer monitors
- Sitting
- Ability to lift up to 30 lbs.
- Standing/Walking for community functions, events, meetings, etc.

Work Environment:

Work is typically performed in a corporate office environment, though it also requires work outside of the office and/or outdoors on location for community and company events.

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be

interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

Visit Sacramento is an Equal Opportunity Employer:

As an Equal Opportunity Employer, we are committed to creating a diverse and inclusive company culture, and that our team does not discriminate against candidates and employees

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regardless of age, race, color, religion, gender, sex, sexual orientation, gender identity and/or expression, national origin, veteran, disability status, or any other characteristic protected by federal, state or local law. In addition, Visit Sacramento will provide reasonable accommodation for qualified individuals with disabilities.

We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

Acknowledgement:

I have reviewed this Job Description, been given a copy and agree it is an accurate representation of the responsibilities of my job.

I understand that as Visit Sacramento business needs change, my job description may change. I, therefore, understand that I may be asked to perform duties, activities and assume responsibilities that are not listed in the Job Description.

Employee

Date

CC: Employee
Supervisor
HR File