



STEAMBOAT SPRINGS CHAMBER

Job Description

Position: Digital Content Manager

Overview: The digital content manager is responsible for web development and digital communications. This position reports to the marketing director. The job includes but is not limited to the following:

- Maintain and develop Chamber website including regular content management, optimization of high traffic pages, effective implementation of changing technologies and ongoing maintenance.
- Create and distribute visitor emails within the guidelines of the Steamboat Springs brand. Manage the visitor email database and oversee the overall email marketing strategy.
- Maintain and develop Steamboat Springs economic development website. Work with economic development director and respective economic development councils on content updates and ongoing needs.
- Manage overall direction of the Chamber blog, SEO, content and distribution.
- Identify content needs and work with marketing director to acquire and organize new photography and video assets.
- Manage website development projects and support with web developer.
- Work with marketing director to coordinate online advertising promotions, landing pages, SEO and PPC to meet marketing plan objectives.
- Work with communications manager to develop the social media content schedule for Twitter accounts, Facebook, Instagram and YouTube utilizing the social media monitoring platform.
- Produce and evaluate reports for website, email marketing, and social media tracking and measure success as it relates to the marketing goals.
- Create various graphics for emails and website as needed.
- Edit and approve website calendar submissions. Seek out information on events to assure the calendar lists all motivating and most satisfying events.
- Work with membership director to maximize web revenue and manage CRM
- Produce business directory listings for Visitors' Guide and relocation publications.

Relevant Skills and Experience

- 1 - 3 years prior web management and/or email marketing experience
- 1 - 3 years work experience with Adobe Creative Suite and Microsoft Excel
- 1-3 years experience managing a CRM and CMS
- Knowledge of HTML and CSS a plus
- Photography and video editing skills
- Must be detail-oriented and have strong troubleshooting and organizational skills