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| **Job Title:** | Manager of Content & Engagement | **FLSA status:** | | Exempt | |
| **Department:** | Communications | **Reports to:** | | VP, Communications | |
| **Updated:** | May 2022 | |  | |  |

**Position Summary:**

In accordance with the Visit Anchorage mission, this position works under the direct supervision of the VP of Communications to elevate the image of Anchorage and the expand awareness of the destination and Visit Anchorage services through compelling communications.

**Essential Job Functions:**

* Develops creative content for Visit Anchorage printed materials and digital assets
* Maintains the brand’s voice and guides visitor engagement through external communications with leisure, trade, and meeting audiences
* Refines and improves the delivery of destination information and traveler services to visitors

**Stimulate demand for Anchorage as a travel destination. (40%)**

* Develops, writes, edits, and updates Visit Anchorage website content, publications, news releases, brochures, advertisements, newsletters, fact sheets, e-communications, presentations, video, and digital content
* Serves on oversight committee developing Visit Anchorage marketing plan

**Engage visitors that best align with Anchorage and its product mix. (20%)**

* Develops content and strategies for leisure travel outreach aimed to the most likely Anchorage visitors
* Identify and amplify culturally diverse local voices best exemplifying the Anchorage brand before likely visitors

**Improve the visitor experience in the destination. (20%)**

* Works to improve the organization’s visitor services and deliver the best experience in-market.

**Research (5%)**

* Pursues and tracks new travel product, businesses news, and leisure trends in the municipality, serving as a clearinghouse for staff

**Other (15%)**

* Supervises the work of the Content Specialist
* Assists Communications Operations Manager with media hosting duties as schedule demands

**Essential Knowledge, Skills, and Experience:**

* College degree in a Public Relations/Communications-related field or equivalent experience, plus at least five years of relevant communications experience
* Passion for storytelling
* Proven experience and ability in journalistic-style and public relations writing and editing, including working knowledge of AP style
* Excellent interpersonal communication before consumers, trade contacts, meeting planners, travel media, and staff
* Ability to communicate with the public
* Working knowledge of destination product; ability to present Alaska/Anchorage destination product information clearly, confidently, and with enthusiasm, as best suits specific audiences and channels
* Ability to be creative and devise new ways of highlighting Anchorage core strengths
* Advanced computer skills with significant emphasis on procedure development and file management including working knowledge of storytelling applications and tools, Office, and Simpleview information management software (or similar), and relevant software
* Experience managing social media platforms including Facebook, Instagram, Twitter, Pinterest, LinkedIn
* Ability to type 45 wpm with accuracy
* Ability to travel and make independent travel arrangements at best cost and time use to the organization
* Demonstrated effective time management skills, organizational skills, self-motivation, flexibility, and ability to meet deadlines while managing multiple projects
* Ability to work independently and exercise discretion and independent judgment to administer sales and support to local businesses and community stakeholders
* Work requires a valid driver’s license

**Physical Demands and Work Environment:**

The physical demands and work environment characteristics described here are representative of 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.

* *Physical demands:* While performing the duties of this job, the employee is regularly required to sit for extended periods of time, stand and walk; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. Specific vision abilities required by this job include close vision, and ability to adjust focus. Position requires the ability to fly (economy) for long distances, carrying and lifting luggage and promotional materials (approx. 50 lbs.), standing at events, assembling event displays and display area, and packing needed materials.
* *Work environment:*The noise level in the work environment is usually moderate. May be exposed to extreme weather or climate while traveling and performing other duties.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. The incumbent must be able to work in a fast-paced environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands, and to seek supervisory assistance as appropriate.