Job Title: Content Marketing Manager  
Department: Communications  
Reports To: Senior Director of PR & Communications  
FLSA Status: Exempt  
Prepared Date: April 2019

Summary:
The content marketing manager reports to the Senior Director of PR & Communications and his/her primary responsibilities are to plan, develop, implement, monitor and evaluate the various content pieces that flow through Visit Tucson. The content marketing manager is flexible and organized with practical, personal and professional experience and skill inspiring a variety of consumers with the written word.

Essential Duties and Responsibilities:
- Develop and implement a strategic content plan annually. Continually analyze results and adjust accordingly.
- Ensure all Visit Tucson content is on brand, accurate, consistent with our marketing efforts, appropriate for the audience and of excellent quality. Write brand copy for ads, advertorials, social media, web and PR.
- Work with a variety of platforms and types of content including but not limited to advertising and web copy, native advertising, e-newsletters, social media and collateral pieces such as the Tucson Official Travel Guide.
- Manage editorial schedules, working closely with other content creators and marketing coordinator to meet deadlines for ongoing and new campaigns.
- Collaborate with marketing and communications team members to determine which Visit Tucson assets can be monetized and develop corresponding rates.
- Monitor industry trends and tools to develop best content marketing practices for Visit Tucson. Evaluate new opportunities and identify those which can be incorporated into our overall content marketing strategy.

Additional Responsibilities:
- Provide back-up for Visit Tucson’s social media efforts when Social Media Manager is unavailable.
- Involvement in the overall success of the marketing and communications team through initiative, active participation and regular input/feedback.
- Other duties as assigned.
Competencies:

- **Content Marketing & Brand Management** – Clear understanding of the concept and principals behind content marketing; understanding of the tools and tactics needed to execute a content plan; ability to understand and communicate the important relationship between content and branding.

- **Written Communications** – Strong writer with ability to capture the Visit Tucson brand and voice in inspiring content for all platforms.

- **Oral Communications** – Speak clearly and persuasively in positive or negative situations; listen and get clarification; respond well to questions; participate in meetings.

- **Computer Skills** – Working knowledge of Microsoft office, website analytics, campaign metrics, social media platforms, web-based applications and other software as needed.

- **Organizational Support** – Follow policies and procedures; complete tasks accurately and on time; support organization’s goals and values.

- **Ethics** – Treat people with respect; keep commitments; inspire the trust of others; work with integrity and ethically; uphold organizational values.

- **Teamwork** – Balance team and individual responsibilities; exhibit objectivity and openness to others’ views; give and welcome feedback; contribute to building a positive team spirit; put success of team above own interests; support everyone’s efforts to succeed.

- **Professionalism** – Approach others in a tactful manner; react well under pressure; treat others with respect and consideration regardless of their status or position; accept responsibility for own action; follow through on commitments.

- **Problem-solving** – Identify and resolve problems in a timely manner; gather and analyze information skillfully; develop alternative solutions; work well in group problem solving situations.

- **Adaptability** – Adapt to changes in work environment; manage competing demands, change approach or method to best fit the situation; ability to deal with frequent changes, delays or unexpected events.
Experience & Education:
- Bachelor’s degree – preferably in a field related to the position.
- 2+ years of experience in multi-channel content creation/management.

Compensation & Benefits:
- This is a full-time exempt position that will require some work on nights and weekends. Scheduled hours may vary.
- Compensation is flexible and is commensurate with experience.

Additional Criteria:
- Visit Tucson may request to contact a minimum of three professional references prior to applicant being considered as a finalist.
- Finalists for the position may be asked to complete a writing test and language assessment.
- Visit Tucson requires all new employees to submit to drug testing and background checks prior to being hired. Applicants that are unwilling to submit to drug testing and background checks need not apply.

Please apply via Indeed: https://www.indeedjobs.com/visit-tucson-5a5b273/_hl/en_US?cpref=JXWAtnzf3WjLOi4YeVNLuV7xMD8uRK8c0T66zohIIE

Please note that due to the typically high volume of applicants it is not possible for Visit Tucson to respond to everyone that applies. Please do not follow-up with Visit Tucson directly to check on the status of your application. If you are selected as a potential finalist, you will be notified via the email address you provide through indeed.