



Job Description	Grade	10
Department: Convention & Visitors Bureau	Step	1
Job Title: On-line Content Manager	Date	9-25-2017
Exempt Y/N: Yes	Revised Date	2-23-2018
Supervisor: Director of Marketing	Shift	Full-Time

SUMMARY:

Assist the Director of Marketing in social media campaigns, content creation, delivery and evaluation of strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Include the following, other duties may be assigned.

- Understand the varied demographics for current social media outlets and research and develop standard demographics and voice for additional social media outlets as needed
- Draft content for external communications, blogs, and social networking platforms to support the overall marketing program of work making them audience specific, using the brand voice and including trending topics
- Use creative means to plan, organize, and implement a range of social media programs and/or events.
- Contribute to and regularly update external social sites: such as Facebook, Twitter, YouTube, and other community sites as directed by the Director of Marketing.
- Develop content calendar for these sites.
- Convey a sense of community and build our following based on engagement, valuable content, and mutual sharing.
- Track and report weekly and monthly analytics and use to adjust social media program
- Track industry trends to gain insight into big picture issues and upcoming adjustments such as algorithm changes
- Update and manage visitor center digital content

QUALIFICATION REQUIREMENTS:

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 will be made to enable individuals with disabilities to perform the essential functions.



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EDUCATION AND/OR EXPERIENCE:

- High school graduate or equivalency required. A Bachelor's degree is preferred with one to two years related experience and/or training; or equivalent combination of education and experience.
- Must have a strong knowledge of leveraging social media technologies such as Facebook, Twitter, YouTube, Instagram, blogs, and working knowledge of web analytics software.
- Must have a good grasp of analytics across social media platforms
- Must be computer literate in the areas of Microsoft Office.
- Experience in video shooting and editing.
- Experience in photography.
- Experience in simple graphic design.

OFFICE SKILLS:

- Must operate standard office equipment and personal computers.
- Must present an organized office that perpetuates a staff and guest friendly environment.
- Ability to multi-task in order to meet deadlines.
- Computer literate in applicable software (Final Cut Pro, InDesign, Photoshop, Power Point and Outlook) and able to learn new software as needed. Experience in both PC and MAC platforms preferred.
- Writing and copy-editing experience.

LANGUAGE:

- Ability to read, analyze and interpret common scientific and technical journals, financial reports, or government regulations.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies or members of the business community.
- Ability to write letters and/or articles or publications that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups and/or governmental officials.
- Must speak and write the English language fluently.



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CERTIFICATIONS, LICENSES, AND REGISTRATIONS:

- Possess a valid driver's license
- Possess proof of valid insurance if operating a vehicle on behalf of CVB

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation will be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to stand, walk, talk, hear, use hands to finger, handle or feel, reach with hands and arms and taste or smell.
- Specific vision abilities for the job include near vision, distant vision, color vision, peripheral vision, depth perception and the ability to focus.

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 will be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to use hands to finger, handle or feel objects or controls.
- The employee is occasionally required to stand; sit; reach with hands and arms; lift 10 to 40 pounds and drive a vehicle.

IMPORTANT:

The position description is not intended to be all-inclusive; an employee will also perform other reasonably related job responsibilities as assigned by the director of the Tupelo Convention & Visitors Bureau.

The CVB reserves the right to revise or change job duties as need arises. The position description does not constitute a written or implied contract of employment and creates no contractual obligations on the CVB.



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DISCLAIMER;

Must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others; the above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skill required of all personnel so classified. The job description is not an employment agreement and/or expressed or implied employment contract.

Management has the exclusive right to alter this job description at any time without notice.

To comply with the Americans Disability Act (ADA), the City may make reasonable accommodations for qualified individuals with disabilities to enable them to perform the essential job functions.

This is an accurate description of the essential functions of my position.

EMPLOYEE _____ **DATE** _____

APPROVALS:

CHIEF OPERATIONS OFFICER _____ **DATE** _____

MAYOR _____ **DATE** _____