



JOB TITLE: Marketing Content Manager

SALARY RANGE: \$60,000.00 - \$ 102,000.00

OPENING DATE: October 30, 2020

CLOSING DATE: November 13,2020

WORK HOURS: We get the job done. Minimum forty (40) hours per week with flexible arrangements, primarily telework for the next 24 months

JOB SUMMARY:

Under general direction, is responsible for performing professional marketing duties to enhance and update VisitSanAntonio.com and main social/digital channels as key resources for attracting visitors to choose San Antonio as their vacation destination, including analyzing web data, strategic planning, content review and recommendations, and content updates. Assists in establishing policies and procedures for website marketing activities. Exercises direct supervision over assigned staff and has direct accountability to manage and control budget, expenses and reach specific performance goals.

CORE VALUES:

- **We Serve:** We are committed to providing the ultimate Visit San Antonio experience. We put our Heart into it and it shows. We make Awesome happen.
- **We Share:** We communicate openly and efficiently. We value collaboration, working inclusively across all levels. We respect & support one other.
- **We Own:** We take ownership of our actions. We are professional & ethical. We empower ourselves to get things done.
- **We Trust** We build trust with every action. We are honest & fair. We are stewards of the resources entrusted to us.
- **We Fiesta:** We sell fun and have fun doing it! We celebrate successes, big and small. We let fun lead to creativity & innovation.

ESSENTIAL JOB FUNCTIONS:

- Assists in creation of strategies and plans in support of annual goals.
- Researches and recommends new vehicles and strategies based on latest trends and tools in digital marketing.
- Reviews website content for necessary updates and refresh.
- Recommends and develop new web content aligned with strategy to show San Antonio's diversity of culture and tourism assets, including text, video, images, lists, etc.

- Manages website content development projects, including providing direction, reviewing results and facilitating approvals.
- Manages process for adding and displaying events on VisitSanAntonio.com.
- Accesses CMS to make simple content updates.
- Assists in determining editorial calendar for monthly consumer e-newsletter.
- Works with Agency to develop and deploy monthly e-newsletter.
- Works closely with Agency of Record on website development and maintenance.
- Alerts Agency of website issues, e.g., broken links, missing images, functionality issues, etc.
- Accesses website analytics and monitors website dashboard.
- Responds to requests for website data.
- Analyzes website results and makes marketing recommendations based on analysis.
- Assists in managing budgets.
- Manages and develops annual Visitor's Guide.
- Prepares and delivers presentations and/or reports communicating key website insights and results.
- Travels as necessary to support plans and enhance knowledge and skills.
- Supervises, trains, and evaluates assigned staff.
- Performs related duties and fulfills responsibilities as required.
- Manage Social Media Channels

JOB REQUIREMENTS:

- Bachelor's Degree from an accredited college or university plus four (4) years of experience in website development, web analytics, marketing content strategy and development
Or Eight (8) years of experience in web/content management, website development, web analytics, marketing content strategy and development
- Valid Class 'C' Texas Driver's License

PREFERRED QUALIFICATIONS:

Degree in Marketing or Communications

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications and licenses must be submitted at the time of processing.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of this position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.

- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional background checks may be conducted.

KNOWLEDGE SKILLS AND ABILITIES:

- Knowledge of and experience using website analytical tools such as GoogleAnalytics.
- Knowledge of and experience using a Content Management System—Wordpress preferred.
- Code writing ability is not required but a key strength if applicant is skilled.
- Bilingual (English/Spanish) is preferred but not required.
- Ability to effectively work with a team of marketing and communications professionals.
- Ability to communicate clearly and effectively both verbally and in writing.
- Ability to establish and maintain an effective working relationship with employees, management and the general public.
- Ability to develop clear and concise written reports and proposals.
- Ability to brainstorm and offer ideas and possible solutions for marketing challenges and opportunities.
- Ability to conduct effective presentations before large and small groups.
- Knowledge of modern business and office procedures.
- Skill in utilizing a personal computer and associated software programs, including Word, Excel and PowerPoint.
- Ability to supervise, train, and evaluate assigned staff.
- Ability to monitor budgets.

PHYSICAL REQUIREMENTS:

Physical requirements include visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard. Subject to sitting, standing, lifting and walking to perform the essential functions. Working conditions are primarily inside an office environment.

To apply for this position, please send your application, EEO questionnaire, resume, and cover letter to jobs@visitsanantonio.com