



POSITION TITLE: Content Manager

CLASSIFICATION: Full Time/Non-Exempt

REPORTS TO: Director of Digital Marketing & Content Development

OUR MISSION:

Visit Santa Barbara (VSB) inspires overnight travel to the Santa Barbara South Coast to enhance the community's economy and quality of life.

YOUR CONTRIBUTIONS TO OUR MISSION:

1. The Content Manager will generate new awareness and renewed interest in Santa Barbara as a travel destination for leisure and group tourism markets.
2. The content manager will serve as the associate editor of VSB's public-facing website, SantaBarbaraCA.com. This position will manage the workflow of the master editorial calendar, pitch new story ideas, write long and short-form articles and ensure that all pages remain motivating, actionable, accurate and up-to-date.
3. The content manager will produce written and visual content to share the stories of the Santa Barbara South Coast via VSB's social media channels, consumer and corporate communications.
4. The content manager will be the project lead for VSB's annual *Santa Barbara Visitor Magazine*.
5. The manager will analyze analytics and interpret relevant insights related to the website, social media and email newsletter performance.

YOUR JOB RESPONSIBILITIES, AS ALIGNED WITH THE VSB STRATEGIC IMPERATIVES:

STRATEGIC IMPERATIVE 1: Position and amplify the Santa Barbara brand to target markets

This position will take a lead role in crafting authentic and timely stories of the Santa Barbara South Coast by highlighting the attributes, people and businesses that make our region a premier travel destination.

Under the direction of the director of digital marketing & content development this manager has responsibility for positioning and amplifying the Santa Barbara brand in the following ways:

Content Development / SantaBarbaraCA.com + Newsletters: 50% of duties

- Manage the Digital Marketing Department's editorial calendar for SantaBarbaraCA.com and direct communications. This calendar includes, but is not limited to:
 - Upcoming website articles and itineraries
 - Signature festivals and national holidays
 - Monthly themes and trends
 - Distribution dates for all company-wide direct communications, including leisure, group and member-related communications
- Maintain VSB's consistent brand voice, identity and core values across all content on SantaBarbaraCA.com and consumer communications
- Write and produce weekly articles and itineraries to promote a diverse set of activities and experiences for travelers within the Santa Barbara South Coast
- Utilize best search engine optimization (SEO) practices to maximize effectiveness of website pages and partner business listings.
- Audit SantaBarbaraCA.com and its pages to ensure the content is accurate and relevant
- Along with the creative manager and marketing operations manager, the content manager will oversee the distribution timeline and featured content within all consumer newsletters
- Work with the marketing operations manager to manage content production timelines and partner outreach to collect relevant information for event/seasonal itineraries on SantaBarbaraCA.com
- Work with the marketing operations manager to ensure that a diverse range of member events and annual festivals are included within SantaBarbaraCA.com's online calendar of events
- Review and analyze the performance of website articles and newsletter distribution to make informed decisions for future content marketing initiatives

Social Media: 15%

- In collaboration with the director of digital marketing & content development, the content manager will assist in managing the Social Media Content Calendar to ensure all of Visit Santa Barbara's key travel motivators are featured on an ongoing basis
- Provide a consistent voice of the Santa Barbara brand through daily copywriting and community management across all active social media platforms including Facebook, Instagram, TikTok, Twitter, Pinterest, YouTube, LinkedIn, etc.
- Assist in the management of social media promotions and campaigns
- Assist in content expansion to new social media platforms as appropriate

Santa Barbara Visitors Magazine: 15%

- Serve as production manager on the *Santa Barbara Visitors Magazine*
- Work with the director of digital marketing & content development, creative manager and publisher to manage the editorial direction, production schedule and deliverables
- Track advertising sales process and distribution planning
- Work with the creative manager to secure and manage photography rights

Content Amplification: 5%

- Submit content and story ideas to VSB's tourism partners, including Visit California and Central Coast Tourism Council
- Repurpose existing website and social media content within California Travel Network and Google Web Stories
- Build weekly events to Google My Business listing

In-Kind Event Promotion: 5%

- The content manager will work with the marketing operations manager to execute in-kind promotional support ranging from website and social media features to inclusion within direct communications

Advertising Support - As needed

- Support the marketing department to help execute yearly campaigns as needed
- Support will range from copywriting to the development of a new brand voice and identity

STRATEGIC IMPERATIVE 2: Grow overnight demand for the destination

No Major Duties Under This Area

STRATEGIC IMPERATIVE 3: Champion positive visitor experiences

Crisis Communication - As Needed

- Work with internal staff and outside agencies during times of crisis to monitor social media, website and direct communications. The content manager will provide assistance in monitoring and developing timely messaging as needed.

STRATEGIC IMPERATIVE 4: Strengthen the organization's effectiveness

Sales & Corporate Communications: 10%

- In conjunction with the director of marketing and creative manager, the content manager will manage the timeline for all corporate communications, including quarterly reports and annual reports
- Responsible for drafting intro and supporting copywriting as needed
- Edit all content provided for the quarterly and annual reports
- Copyedit all newsletters directed by VSB's Sales and Travel Trade departments

DUTIES NOT ANTICIPATED FOR THIS POSITION:

- Direct management of advertising, social or interactive agencies
- Public Relations duties that include crafting press releases/pitches or meeting with travel journalists or local media
- Website development/hardcoding
- Graphic design
- Placement or management of paid advertising

QUALIFICATIONS:

- Must demonstrate a passion for and knowledge of the unique communities and businesses that make up the Santa Barbara South Coast
- Must demonstrate aptitude for deadline-driven, accurate and creative copywriting
- Team player with a positive attitude
- Minimum of 3 – 5 years of professional experience in publishing, marketing, journalism or social media writing and editing. This experience must be hands-on and not limited to executive/editorial oversight of third-party writers.
- Excellent grammar skills and proven proficiency in AP Style
- Strong editing, fact checking and research skills
- From inception to publication, must be able to oversee the entire workflow process to produce unique stories for a variety of marketing channels
- Familiar with social media best practices, including but not limited to Facebook, Instagram, TikTok, Twitter, Pinterest, LinkedIn and YouTube
- Ability to create new narratives based on the changing needs of local leisure and hospitality industry and community
- Experience with HTML and website content management software, ideally WordPress
- Strong communication (written, verbal and presentation) and customer service skills
- Excellent computer skills with knowledge of PC applications
- Working knowledge of Microsoft Office products, specifically, Outlook, Word, Excel and PowerPoint
- Excellent prioritization and time management skills
- Work in a fast-paced, highly collaborative environment
- Possess excellent creativity and problem-solving skills
- Strong organizational skills, ability to prioritize multiple tasks and prepare clear and concise written reports
- Strong social skills and ability to form long-standing relationships
- Ability to work independently with minimal supervision
- Must have a valid passport, California Driver's License and auto insurance
- Able to travel in a limited geographical region
- Must have use of vehicle while on VSB business
- Must be able to lift up to 40 lbs. and transport VSB equipment and materials
- Work hours vary and may require evening and weekends

DESIRABLE

- BS/BA degree in marketing, communications or related field
- Knowledge of the local hospitality and meetings industries
- Experience working with CRM (customer relationship management)/CMS (content management system) database software and familiar with using databases
- Experience with project management systems such as Basecamp
- Day-to-Day social media community management

- Proficiency in interpreting insights using Google Analytics
- Proficient in SEO best practices

Compensation/Benefits and Classification:

Visit Santa Barbara offers flexible work options (up to two remote days per week), fully paid medical insurance, paid sick and vacation leave and a 401(k) retirement plan with 3% company contributions. This is a full-time, hourly position based in Santa Barbara, California. Salary will range from \$60,000/yr - \$65,000/yr, commensurate with qualifications and relevant experience.

Additional benefits include opportunities to visit and experience area hospitality businesses.

Vaccine Mandate:

Visit Santa Barbara requires that all new hires be fully vaccinated as a condition of employment. For the safety of our workforce and community, we remain diligent in our commitment to protect against COVID-19. VSB will consider requests for reasonable accommodation consistent with our policy and applicable law for individuals with medical conditions or sincerely held religious beliefs that prevent vaccination.

Application:

Position open until filled.

No telephone calls, please.

To apply, please provide your resume, cover letter, references and a portfolio of professional writing examples to JessyLynn@SantaBarbaraCA.com.

Visit Santa Barbara policy ensures equal employment opportunity without discrimination or harassment on the basis of pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, gender, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state or local law, ordinance or regulation.