



**Position: Digital Content Manager**

**Salary: \$75,000 + benefits + 401k**

**Reports to: CEO**

**Start Date: On or around June 21, 2021**

**Location: Burlingame, CA**

**Full Time Position**

### **Definition**

The Digital Content Manager is a non-exempt full time at-will employee of the San Mateo County/Silicon Valley Convention and Visitors Bureau according to the fair labor standards act.

The normal and customary work hours are Monday through Thursday 8:30am – 5pm and Friday 8:30am – 4pm and when necessary evenings and weekend work may be required. The ability to travel overnight is required.

The Digital Content Manager is responsible for promoting San Mateo County/Silicon Valley as a premier visitor destination by providing all marketing communications, public relations, and advertising services for the organization. The principle role is to create, maintain, improve, and share content to increase brand awareness and engagement with visitors, partners, meeting planners and residents. Content is defined as blog posts, social media posts, press releases, and copywriting that aid in fostering engagement over all platforms. This position is responsible for the development and execution of the CVB's content strategy and interpretation of analytics to maximize engagement online.

**Essential Functions** Essential responsibilities and duties may include, but are not limited, to the following: (Responsibilities are subject to review and change as needed.)

- Create and execute an overall social media plan that results in growth of followers, reach and impressions, as well as a high level of interaction and engagement.
- Create and manage all E-newsletter communications (Visitor, Meeting Planner, Partner, etc.) in Act-On. Use Act-On to manage communication and make improvements to increase engagement.
- Curate blogs that amplify our partner businesses and promote San Mateo County to visitors and meeting planners.
- Develop marketing initiatives, including promotional campaigns, advertising, and other special projects designed to generate leisure visitor and/or convention & event attendee room nights.
- Oversee all marketing collateral/brochures: checking that all collateral/brochures being used are current, consistent, and follow brand standards.
- Host Instagram LIVE events on a regular basis giving partners maximum social media exposure.
- Create visually compelling marketing/communication materials, including but not limited to the Visitors Guide/App, Annual Report, Partnership Recruitment materials, print ads, digital display ads, brochures, newsletters, press releases, social media graphics, articles, etc.
- Manage photo and video library. This includes actively gathering/taking high quality interesting/print-worthy new pictures and videos that will keep social media campaigns fresh and engaging. This includes obtaining written permission, as needed.
- Create and update various InDesign graphics and collateral as needed by CVB staff. Including but not limited to special interest brochures (Tour High-Tech, Weddings, Coastal, Pet Friendly, Beaches and Parks, etc.) and sales correspondence and collateral (Unique Venues Guide, Sample Itineraries, Meeting Planners Guide, Film Commission Brochures, Annual Sales brochure, etc.).
- Create PowerPoint presentations and any supporting materials for Facebook LIVEs, Webinars and Virtual Partner Events.
- Plan and coordinate annual/individual media tours (in conjunction with Media & PR Manager).



### **Secondary Functions**

- Assist in the preparation of the annual business plan and budget, as well as participate in staff and marketing meetings.
- Assist with other tasks as needed from time-to-time which advance the mission of the Bureau.

### **Qualifications**

- Strong written communication and editing skills including copywriting, writing for digital and social media, blog writing and the ability to produce work with a high degree of accuracy and speed.
- Three to five years of progressive responsibility in marketing, mass communication, design, printing, production, desktop publishing and writing.
- In-depth knowledge in content marketing and social media platforms including Twitter, Facebook, Instagram, etc.
- Working knowledge of Google Analytics for reporting, annotation, and research purposes; additional online reporting platforms as needed.
- Understanding of destination marketing with a preferred background in DMO/tourism, but not required.
- Demonstrated skill in setting and achieving goals for digital marketing.
- Graphic design experience and working knowledge of Adobe Design Suite (Photoshop, InDesign, Illustrator, etc.).
- Exceptional computer skills; highly proficient in Word, Excel, PowerPoint, Outlook, Publisher knowledge and proficiency working with website CMS and CRM as well as Act-On or similar platform.
- Still photography and video shooting and editing abilities a strong plus.
- Ability to work both independently and collaboratively, depending on the nature of the project.
- Flexible and able to work outside traditional office hours, including evenings and/or weekends.
- Ability to work on new projects with limited guidance.
- Time management and organizational skills to handle several tasks simultaneously,
- Enthusiastic team player with positive attitude in the position and belief in San Mateo County/Silicon Valley as a premier destination in northern California.
- Provide own transportation.
- Ability to problem solve and to be flexible.

### **Measurement Criteria**

- Completes quality work within established deadlines and time lines.
- Produces printed and online materials with 100% accuracy.
- Maintains a positive working relationship with staff, members and clients.
- Reliable attendance habits.



**To Apply**

- Qualified candidates are invited to apply.
- Please submit your resume and cover letter, by email to [hr@visitsmcsv.com](mailto:hr@visitsmcsv.com).
- In the Subject Line please type, 'Digital Content Manager Application'.
- No phone calls, please.
- Only qualified candidates will be acknowledged.
- The position is open until filled.

*The San Mateo County/Silicon Valley Convention & Visitors Bureau is an equal opportunity employer and makes employment decisions on the basis of merit.*

**SAN MATEO COUNTY**



**SILICON VALLEY**

CONVENTION AND VISITORS BUREAU