

VISIT MISSISSIPPI GULF COAST

Job Title	Digital Content Marketing Manager
Report To:	Director of Marketing
Summary:	The Digital Content Marketing Manager will grow the organization's digital presence, including engaging and retaining followers, converting them into visitors, active fans and promoters of the Mississippi Gulf Coast.
Duties & Responsibilities:	<p>Build and manage the organization's social media profiles and presence, including Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest, Snapchat, You Tube and potentially additional channels.</p> <p>Develop strategic content calendar for all profiles.</p> <p>Create shareable content appropriate for specific networks to both spread the brand as well as content and links.</p> <p>Listen and engage in relevant social discussion about the Mississippi Gulf Coast.</p> <p>Run regular social promotions and campaigns and track their success.</p> <p>Drive consistent, relevant traffic and leads from our social network presence.</p> <p>Explore new ways to engage and new social networks to reach our target audience.</p> <p>Conceptualize and create brand collateral.</p> <p>Blog regularly to expand the Mississippi Gulf Coast digital footprint, awareness, subscribers, and leads.</p> <p>Collaborate with influencers and industry experts to produce relevant content on a wide range of topics.</p> <p>Monitor OTA sites on behalf of our marketing partners as well as the three county area.</p> <p>Educate partners on social media best practices.</p> <p>Shoot and edit brand photos and videos.</p> <p>Create monthly reports reflecting social media metrics.</p> <p>Serve as the project manager for special campaigns and projects.</p>

Requirements:

Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our brand.

High level of creativity, attention to detail, and project management skills.

Deep knowledge of social media marketing.

Active and well-rounded personal presence on social media, with a command of each network and their best practices.

Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.

Solid understanding of SEO and content marketing.

Good eye for design and the ability to source and edit images.

Photo and video shooting and editing.

Experience in graphic design.

Google AdWords and Google Analytics experience/certification a plus.