



JOB DESCRIPTION: Consumer Web Content & Social Media Manager

Job Title: Consumer Web Content & Social Media Manager
Department: Marketing
Reports To: Director of Consumer Content
Classification: Regular, Full Time Exempt
Supervisory responsibility: Some
Position Start Date: ASAP

Position Summary:

Visit California has continued to invest significantly in the Consumer Content program, and as such, the Consumer Web Content & Social Media Manager will be a critical member of the Consumer Content team and will also work closely with both the Brand and International Marketing teams. This position will oversee and steer the editorial activity for Visit California's global consumer websites and existing social media channels including: Facebook, Twitter, Pinterest, YouTube, Instagram, and Sina Weibo.

The Web & Social Media Manager will be responsible for working closely with the content and social media agencies to help determine the content mix across Visit California's global suite of websites and then how to promote and distribute it through social media channels. This role will work with the content leads around the world to ensure the throughput of content ideas – from Visit California's headquarters to the global offices and vice versa. As Visit California develops and launches its new blog program, this role will work with the content agency and Digital Marketing Manager for its development, editorial calendar and content execution.

This role will oversee the creation of social media content, domestically, and will work with global offices on their social media content mix. As new social media channels become available, this position will work with the content and social agencies to evaluate them for strategic alignment with Visit California and make recommendations on platform mix.

This position will work with the content and social agencies to understand program metrics and performance and communicate this information to the Director of Consumer Content.

Specific responsibilities include:

- Adapt global editorial calendar for execution on all VisitCalifornia.com sites and social channels.
- Under the strategic direction of the Director of Consumer Content, oversee and steer the editorial activity for Visit California's global website and social presence.
- Manage external agencies (Time Inc. and ICUC) and team of editors to ensure efficient flow of content for web & social channels.
- Review all web and social content for fit and adherence to brand positioning.



- Work closely with global content leads to ensure appropriate level of content review and input for localized websites and social outposts.
- Communicate and work with global content leads to understand global content needs and provide that information to the Global Editorial Board.
- Liaise with global social agency to ensure efficient execution of global social posting and serve as “first point of escalation”.
- Work closely with sponsorship team to ensure delivery and reporting for advertisers/sponsors. □ Manage website content localization with content vendor and local market teams.

Key Duties & Responsibilities:

<u>Estimated % of Time</u>	<u>Activity</u>
40%	Manage consumer content for Visit California’s global suite of websites, including the localization and placement of content (in conjunction with the Digital Marketing Manager). Communicate regularly with the Global Content leads to facilitate idea generation and content development to meet global needs.
30%	Oversee and manage the global social media program, working with the social agency to determine appropriate mix of content and the proper distribution across social channels. Serve as the main point of communication with the global social leads. Evaluate and assess new social platforms as they become available.
10%	Alongside the content agency, conceive, develop and launch Visit California’s podcast program. Once launched, work with team around content decisions.
10%	Monitor, track and provide regular insight on website content and social media performance.
5%	Manage and provide regular reporting on the global content budget line items. Manage the global social contract.
5%	Other duties as assigned by supervisor.



Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily, and demonstrate the following:

- Minimum of six years of professional experience – Tourism experience a plus.
- Education equivalent to Bachelor’s Degree or higher; marketing, tourism or related field preferred, but not required.
- Experience working in a global environment.
- Strong experience in and knowledge of content management – especially in a global environment.
- Solid knowledge and experience of social media channels and proven track record executing social media programs, China-specific experience a plus.
- Ability to work in a fast-paced environment.
- Strong budget and project management experience.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.
- Strong written and verbal communication skills and ability to effectively build rapport with diverse global team.
- Some travel may be required.

Compensation:

In addition to a competitive salary, Visit California offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, 401(k) plan, parking and much more!

How to Apply:

Please send your cover letter, resume and salary requirements via e-mail to Sacramento Staffing Agency; help@sacramentostaffingagency.com.

Visit California has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy or reasonable accommodation.