



## JOB DESCRIPTION

Job Title:	B2B Digital Content Manager
Department:	Communications
Reports To:	Director of Corporate Communications
Classification:	Regular, Full Time Exempt
Supervisory responsibility:	No
Position Start Date:	ASAP
Salary range:	Depending on Experience

### Position Summary

The B2B Digital Content Manager is responsible for developing, managing and implementing all electronic initiatives to support Visit California's overall industry communications strategy. This position is the lead for Visit California's industry website ([industry.visitcalifornia.com](http://industry.visitcalifornia.com)) and online Community ([community.visitcalifornia.com](http://community.visitcalifornia.com)), as well as industry-facing social media platforms, mass reach emails and newsletters, as well as industry-facing apps and microsites. The B2B Digital Content Manager develops content for industry-facing digital communications, including recasting consumer- and media-targeted content for an industry audience.

The B2B Digital Content Manager works closely with IT, communications, industry relations and marketing departments, so strong communication and organizational skills are necessary. The ideal candidate will also have experience managing online communities and moderating forums. Tasks require a strong attention to detail and ability to work under tight deadlines. Occasional travel will be required to manage social media campaigns for Visit California events.

### Specific responsibilities include:

- Perform day-to-day content development and maintenance, ensuring accurate, updated information is available for all industry stakeholders.
- Work with all Visit California departments to inform development of new or updated content.
- Maintain communications with industry members to gather content for the industry website and take part in online Community activities.
- Manage production for online graphics, multimedia and other assets for online use.
- Develop communications strategies and plans for online promotion and outreach around Visit California's signature events.
- Design, proof, schedule and deploy all industry mass reach emails.
- Work closely with Visit California's technical team and outside vendors to maintain site standards and launch new initiatives.

- Maintain a strong understanding of tourism industry segments and Visit California’s ecosystem of stakeholders and databases to develop strategic communications deployment plans.
- Work with creative services team as necessary to develop look and feel for Visit California’s industry-facing website and digital communications.
- Serve as project lead on all new media initiatives, including setting objectives on ways in which Visit California can successfully reach its stakeholders.
- Analyze website and social media metrics and develop strategies to better engage industry stakeholders.
- Stay abreast of trends and emerging technology in the online marketplace and industry, adjusting the communications plan accordingly.
- Be familiar with the full capabilities of Visit California’s Content Management System to offer streamlined and efficient solutions to digital communications.
- Write or edit various Visit California communications including special projects. Work with staff writer and other resources to ensure consistent publishing schedule and dissemination of relevant content.

#### Key Duties & Responsibilities

<u>Estimated % of Time</u>	<u>Activity</u>
30%	Develop, manage and implement content for industry-websites, Community, social media and app. Input content into various Content Management Systems. Work with the Communications Manager to capture and articulate content changes for implementation on industry communications channels. Other general administrative duties for all digital communications.
30%	Manage email communications with industry and marketing partners. Maintain email editorial calendar, and work with various departments to build send lists, develop and edit content and send communications.
20%	Work with Communications Manager to develop communications plans around larger company initiatives and events, including incorporation of email, social and web content.
10%	Develop strategic and tactical plans for industry-facing digital communications to support Visit California’s overall industry communications strategy.
10%	Writing and editing for industry-facing publications, website, digital extensions and social media.

## Essential Qualifications

To perform this job successfully, an individual must have the following qualifications.

- Education equivalent to a Bachelor's Degree or higher in communications, marketing, tourism or related field.
- Ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Excellent writing and editing skills; experience in writing for a variety of audiences and media.
- A strong customer service focus, with the ability to identify and distinguish unique industry stakeholder segments.
- Ability and motivation to work in creative ways to expand the boundaries of traditional audience services and take advantage of emerging technologies.
- Familiarity with HTML, CSS and Javascript experience is a plus.
- Experience with content management systems. Knowledge of Adobe Creative Suite products including Photoshop, InDesign, Illustrator and other publishing software is preferred.
- Experience managing corporate social media accounts – including Facebook, Twitter and LinkedIn – is preferred.
- Strong technical aptitude and troubleshooting skills.
- Ability to communicate and work well with others in a professional office environment.
- Ability to travel as needed.
- Minimum two years of related experience.

## 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, salary requirements and three (3) writing samples via e-mail to Sacramento Staffing Agency:

[help@sacramentostaffingagency.com](mailto: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.