

FORT WORTH CONVENTION & VISITORS BUREAU

CONTENT COORDINATOR

JOB DESCRIPTION

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| JOB TITLE: | Content Coordinator |
| DEPARTMENT: | <i>Marketing</i> |
| POSITION REPORTS TO: | Assistant Director of Public Relations |
| EXEMPT OR NON-EXEMPT: | Exempt (Professional) |

Position Overview:

The Content Coordinator will develop, write and coordinate content for the organization's web, presentations, e-marketing, social media, presentations, blogs, editorial and advertorial needs and assist in social media and web analytics reporting.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

70% Content

- Writing and editing engaging content for, social media, advertising, **sales, services and tourism initiatives**
- **Craft content specifically for the tourism, services and sales** audiences including but not limited to: e-marketing, blogs, sales one-sheets, profiles, editorial, advertorial and general descriptions
 - Adapts writing and content style to individual clients and accurately represents their style and culture
- Coordinate content strategy calendar and distribution of videos, e-marketing and social media under supervision of Assistant Director of Public Relations
- Researches industry trends and news and incorporates this into content
- Assist in FWCVB social media analytics
- Coordinate engaging online promotions/sweepstakes on FortWorth.com and across social media channels
- Execute e-marketing strategy, create and update templates, resize photos and distribute to various databases as requested (including sales, services and tourism)
- Manage the FWCVB's digital Marketing assets including organizing all documents, photography and audio/video files and uploading selections to the website/CRM/shared drive
- Coordinate efforts between departments for the development and maintenance of mobile and web-based projects such as mobile sites and in-gallery interface and social media initiatives
- Provide consistent and constant (daily) content updates, changes, freshening, new content for the consumer site.
- **Create and manage Power Point presentations for all bureau departments**

30% Online Management

- Owner for FortWorth.com; administer the website, acting as the main contact with our developer/technology partners and leading the department's activities related to the websites.

- Manage FortWorth.com CMS and serve as department liaison for the organization's CRM team
- Responsible for FortWorth.com web page creation/updates and listings maintenance.
- Coordinate FortWorth.com advertising partners including approvals and placements.
- Manage implementation of key word and rich content strategies in concert with SEO and PPC strategies
- Measure and report on website growth through Google Analytics

Key Partners:

Marketing Department
Advertising Planning
Database Management
CRM Manager
Tourism Department
Outside Agencies

POSITION QUALIFICATIONS:

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in Communications, Marketing, Web Marketing, Content Strategy, Advertising and Content Production coursework.

Experience: Minimum of two years' experience in content strategy, communications or social media.

Special Skills: Skilled at website management (CMS and CRM), video production and editing, content strategy and development, English usage, spelling, grammar, and punctuation. Experience working in Photoshop and InDesign is a plus and a thorough understanding of managing e-marketing campaigns is essential. Ability to develop and write effectively and communicate concisely – both verbally and in writing – is required.

PHYSICAL DEMANDS:

Constant sitting, occasional standing, occasional walking, occasional lifting up to 25 pounds and noise levels are normally moderate in the office.