



ORGANIZATION: City of Lincoln City
JOB TITLE: Explore Lincoln City Content Manager
FLSA STATUS: Non-Exempt, Grade 10
UNION: AFSCME
UPDATED: April 2022

PURPOSE OF POSITION: Create, manage, and distribute original content, which positively positions Lincoln City as a premier travel destination and champions the Lincoln City experience through storytelling. This position is responsible for curating content and information across all marketing channels including owned, social, and earned media activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following as a primary assistant to and at the direction of the Explore Lincoln City (ELC) Senior Marketing Manager.

Prove the brand promise of Lincoln City to be true by developing, executing, and publishing original consumer and industry content. Be the person who finds the essence of Lincoln City documents it and presents it to potential guests via a variety of marketing channels.

Implement initiatives to strategically drive traffic, engagement, leads, and awareness that increase and maintain visitation to Lincoln City.

Manage and produce original photo and video content suitable for use in all owned media such as, websites, social media channels, and newsletters. Oversee budgets for photo and video projects.

Manage all content for ELC websites for use on landing pages, blogs, and other digital distribution methods.

Create and distribute reoccurring electronic consumer and industry newsletters. Contribute content and written copy for print collateral and paid sponsored placements.

Act as department conduit for professional writing, editing, and proofreading.

Research, identify and collaborate with external content contributors, influencers, and partners.

Support public relations efforts through content development.

Manage ELC's social media networks. Create, post, and monitor content across all channels. Plan, implement, and maintain the annual content calendar and provide recommendations for future social media investments. Develop strategies for all social media tactics. Understands the nuances, advantages, and shortcomings of each platform, and know how to utilize data in formulating a campaign strategy

Analyze content channels using key performance metrics. Generate reports and provide recommendations to the Marketing Manager.

Research and stay current on social media trends (across varying platforms), digital marketing trends and best practices. Analyze marketing and content strategies from competitive destinations.

Work collaboratively with internal marketing staff on overall efforts to promote Lincoln City. Coordinate with vendors as required.

Regularly visits Lincoln City businesses, attractions, and points of interest to meet content development needs. Maintains a well-informed working knowledge of the attractions and services available in the area to visitors.

Maintains a professional and positive demeanor when engaging with stakeholders, acting as a Lincoln City ambassador.

Drive City owned vehicles.

Other duties as assigned.

AUXILIARY JOB FUNCTIONS: Provide assistance to other staff as workload and staffing levels dictate. Must react to change productively and handle other essential tasks as assigned. Maintain work areas in a clean and orderly manner.

JOB QUALIFICATION REQUIREMENTS:

MANDATORY REQUIREMENTS: High School education, or equivalent, supplemented by two years of college in communications, journalism, marketing, tourism or a related field, or two years of relevant work experience. Proficient with content distribution channels including online and social media. Strong verbal, written and visual communication skills, including copywriting, storytelling, editing, proofreading, and photo/video production. Working knowledge of social media platforms. Working knowledge of web-based content management systems such as WordPress or Craft and Search Engine Optimization (SEO) best practices. Successful candidate must be a detail orientated, creative self-starter with a strong ability to consider a wide and diverse audience. Must be capable of working independently exercising sound judgement, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industry representatives, government officials, members of the media and the public. Excellent organizational, time management, and customer service skills are essential. Intermediate experience with word processing, spreadsheet, and database software. Flexible working hours including some nights and weekends.

SPECIAL REQUIREMENTS/LICENSES: Valid driver's license with good driving history.

DESIRED SKILLS & EXPERIENCE: Four-year college degree in communications, journalism, marketing, tourism, or another related field. Experience working for a destination marketing organization, hospitality, or other tourism entity. Knowledge of the Lincoln City community. Thorough knowledge of marketing trends as related to the travel industry. Experience with Macintosh systems and Adobe software suite. Advanced photo/video skills.

PHYSICAL DEMANDS OF POSITION: While performing the duties of this position, the employee is frequently required to sit, stand, communicate, reach, and manipulate objects, tools or controls. The position requires mobility and visual acuity, including the ability to view a computer screen. The employee is occasionally required to bend, climb up 20 feet, squat and kneel as well as stand for long periods. Duties involve moving materials weighing up to 10 pounds on a regular basis and occasionally requires moving materials weighing up to 40 pounds. Manual dexterity and coordination are required over 50% of the work period while operating standard office equipment such as computer keyboard and telephone as well as performing other marketing related duties.

WORKING CONDITIONS: Professional office working conditions. The noise level is typical of most office environments with telephones, personal interruptions, and background noises. Work is also subject to public scrutiny and comment, which must be managed professionally and graciously. Ability to travel on occasion.

SUPERVISORY RESPONSIBILITIES: There are no supervisory responsibilities of this position.

SUPERVISION RECEIVED: Works under the general supervision of the Explore Lincoln City Senior Marketing Manager.