

JOB DESCRIPTION

Destination Content Specialist Asheville Convention & Visitors Bureau (Updated 2016)

JOB TITLE: Content Specialist

REPORTS TO: Content Manager

DEPARTMENT: Asheville Convention & Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION:

The primary function of this position is writing and content creation. This position will be the copy writer and voice of Explore Asheville social channels working with the Content Manager and Director of Communications. A destination reporter of sorts, this position will support destination news coverage and the development and production of multi-media content for Explore Asheville channels.

This staff writer position will be responsible for the development of the Asheville Traveler e-newsletter, various new Web content pieces, specialty content that aligns with specific promotions or advertising initiatives, social media efforts and blog/destination news content, as well as support of the ongoing need for quality digital assets (photo, video, GIFs, podcasts, infographics, live streaming events, etc.).

Additional Job Functions:

- ACVB staff writer for online content projects and destination news coverage.
- Editorial planning and execution, including day-to-day activation of the social media grid and monitoring of and participation in online conversation related to Asheville as a travel destination.
- Collaborates with staff, local partners and external agencies to develop and promote dynamic content for ACVB channels. Point-person for editorial activation efforts.
- Researches and develops new content (written, audio, video, streaming) that feeds ExploreAsheville.com and microsites, enhances traditional PR and advertising initiatives and provides opportunity for additional online outreach.
- Creation, curation, distribution and promotion of engaging photo and video content for the destination's website and social platforms.
- Works with Marketing Manager to develop advertising landing page elements and supports copywriting needs for native ad content.
- Serves as the primary point-of-contact to evangelize, promote and drive online and social media efforts (including contest and giveaways) designed to generate online conversation and downstream traffic to destination media portals and hospitality partners.
- Supports Content Manager in online influencer relations, including engagement with community, regional and national bloggers and social figures.
- Creates, edits and monitors user-generated content about Asheville where appropriate (such as Wikipedia, Expedia and other community sites).
- Other duties as assigned.

EDUCATION AND EXPERIENCE:

Seasoned writer with a Bachelor's Degree in Journalism, Communications, Marketing, Interactive Media or equivalent, basic experience with Adobe Creative Suite, basic HTML, and a minimum of one year experience in online communications, journalism or blogging. Basic video production/editing experience preferred.

JOB KNOWLEDGE:

Requires strong writing skills and experience with popular and emerging social media platforms, blogging tools and publishing software. Solid understanding of online tools, including forums, blogs, podcasts, Sproutsocial/Hootsuite, Facebook, Twitter, Instagram, Google+, YouTube, Vimeo and the language and jargon that is used in these communities. Position requires well-organized, self-motivated, good communicator comfortable in a fast-paced environment.

COMPLEXITY OF DUTIES:

Performs some routine tasks, however, work is also very project driven. Must be able to organize and prioritize a challenging workload, flexibility and speed of execution to capitalize on opportunities quickly. Computer skills and utilization of technology is required. Ability to use spreadsheets, analyze data and provide understandable reports is also a necessity.

SUPERVISION RECEIVED:

Works in the Marketing/PR area of the CVB in a team environment, reporting directly to the Destination Content Manager. Collaboration is key, working with a team in order to achieve shared objectives.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the public relations department. Attention to detail is imperative. The position serves as Asheville's online voice in blogs, posts and comments and therefore, needs to adhere to a certain online public decorum. Proof-reading is an essential part of the job. Most errors could be detected through proofing procedures. Undetected errors could range in severity from slight to far reaching.

CONTACT WITH OTHERS:

Ongoing contact within the online world requires professionalism and tact. Additional contacts include CVB and Chamber staff, BCTDA and its agencies of record.

CONFIDENTIAL DATA:

Has access to marketing and sales information, database files, financial statements, Web statistics and other Chamber-related information, all of which is considered confidential.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions which require varied responses. While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

ENVIRONMENT:

Works in a normal office environment.