



Job Title: Digital Communications Manager
Reports to: Director of Content
Department: Marketing
FLSA Status: Exempt

To be considered for this position, please submit your resume, cover letter and at least two writing examples. Only candidates who have submitted all three requirements will be considered.

Position Summary:

Explore Asheville Convention & Visitors Bureau (Explore Asheville) seeks a detail-oriented, versatile, and innovative professional to enhance the digital presence of Explore Asheville and serve as the lead project manager for the Content team. The Digital Communications Manager is responsible for brand storytelling in multiple mediums, including web and email, that inspires, engages, prompts actions and deepens the understanding of the Asheville area. As a member of the Marketing department, this person will be required to routinely spend time outside of the office in the community to seek story ideas, make partner communications and scout locations.

Essential Duties & Responsibilities:

Digital Content Management

- Manage, analyze and update content on ExploreAsheville.com, including researching, writing and editing for landing pages, blog posts and microsites to ensure accuracy and SEO optimization.
- Manage leisure e-mail communications program under the direction of Director of Content, including writing and distribution of monthly e-newsletter and other e-blasts, as well as evaluating analytics to further optimize e-mail content.
- Serve as the lead project manager for the Content team, working collaboratively with team members to spearhead key projects and other initiatives to ensure that all assigned tasks are completed in a timely manner.
- Partner with local freelance copywriters and designers to create compelling written and visual content on behalf of Explore Asheville.
- Routinely optimize website by integrating new content, images and video.
- Contribute to writing, proofing and editing projects as needed.

Photography/Videography Management

- Coordinate photo and video shoots under guidance of Director of Content, including all pre-production logistics, talent and crew acquisition, partner outreach, on-site management and post-production processing.
- Routinely evaluate asset inventory to identify acquisition opportunities, as well as coordinate commissioned photo/videoshoots as needed.
- Maintain strong relationship with freelance network of local photographers, videographers and other content creators to identify and procure visual assets that are in alignment with Explore Asheville's brand and strategy.
- Serve as the main point of contact for internal digital asset management system

Team Leadership

- Accountable for the day-to-day workload and contribute to a cohesive, effective and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 1 – 2 years of experience in communications, content creation, media journalism or digital marketing. Preferred degree in Journalism, Communications, Marketing, Interactive Media or other related field -OR- any combination of education, coursework and/or technical training necessary to meet position requirements.
- Excellent writing, communications and proofing skills with demonstrated experience required, with an emphasis on writing for interactive media channels and web sites; knowledge of AP Style guidelines preferred.
- Experience working with web content management systems, such as WordPress, Drupal or Joomla. Experience with Simpleview CMS a plus.
- Experience working with e-mail distribution software, such as MailChimp, Constant Contact or HubSpot.
- Strong eye for visual design, including understanding of web user-experience
- Photography and video production/editing experience, including Adobe Premiere, Photoshop, iMovie, Splice, Canva or other photo/video editing software, a plus.
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Appreciation for Buncombe County's tourism community.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, employee wellness benefits, and more.

Salary Range: \$55,000 – 60,000