



POWERED BY

Buncombe County Tourism  
Development Authority

**Job Title:** Director of Content  
**Reports to:** Senior Vice President of Marketing  
**Department:** Marketing  
**FLSA Status:** Exempt

### **Position Summary:**

The Director of Content is responsible for developing, managing and executing content strategies and social media programs that fuel marketing efforts and produce consumer engagement. The position is focused on maximizing opportunities to enhance business strategies, primarily using online-based technologies, and is charged with prioritizing, optimizing and sustaining Explore Asheville's presence across a variety of owned channels, including web, social and email. The director will supervise and collaborate with three content team members, manage the work of vendor partners, direct the Asheville content network of freelancers and work closely with other directors and teams within Explore Asheville. This position oversees the development, accuracy and updates of content on ExploreAsheville.com and its microsites, which, in total, receives approximately more than 7 million visits each year. Content will also flow into traditional PR efforts, e-newsletters, paid media and other digital initiatives.

### **Essential Duties & Responsibilities:**

- Lead all content efforts including strategy, concepting, development and production of in-house creative assets (web pages, videos, imagery, social channel content).
- Collaborate with other staff and external agencies to develop appropriate strategies for integrated implementation of new content and messages.
- With input from Senior Vice President of Marketing, set work priorities, provide guidance, and oversee tasks executed by the content team.
- Provide thought leadership on innovative content strategies; track and optimize content performance; review others' work; and the ability to train others in the development of powerful content.
- Understand best practices for web design, development and SEO optimization. Work closely with web manager to create customized web pages and oversee the overall presence of ExploreAsheville.com
- Develop editorial calendar and manages content production and timelines.
- Write content as needed for various marketing channels.
- Research and identify new and emerging content opportunities (written, audio, multimedia), that align with Explore Asheville's strategic imperatives and business objectives.
- Work with each department on a regular basis to assess social, photo/video and web needs.
- Manage the Explore Asheville photo and video and library, understanding usage rights, procurement channels, and asset needs across channels.

- Utilize digital analytical tools, including Google Analytics, Meta Business Suite, SEO, to set priorities and objectives based on data and research.
- Work closely with Systems & Operations Manager and Partnership & Destination Management department to optimize CRM database to ensure accuracy of partner business listings on ExploreAsheville.com.

### Team Leadership

- Effectively lead and inspire a team of three direct reports: Social Media & Content Manager, Web Manager, and Digital Communications Manager.
- Manage staff and build a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville values. Responsibilities include hiring, and training employees; planning, assigning, and directing work; managing/coaching and appraising performance and related pay changes; addressing complaints and resolving problems. Actively participate in team meetings and initiatives.
- Prepare budgets, develop methods for tracking, and prepare/analyze reports. Monitor/approve contractor performance.
- Accountable for the day-to-day workload and contributes 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 5 years of professional experience in digital communications and/or content 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.
- Minimum of 3-5 years of people management experience, including team management and supervision.
- Highly effective written, verbal communication and interpersonal skills.
- Strong project management and organization skills.
- Budget experience.
- Strong eye for design and experience with Adobe Creative Suite.
- Familiarity with basic video production/editing processes.
- Knowledge and understanding of SEO in the content development process.
- Ability to manage multiple projects and set priorities for department.
- Experienced with e-mail marketing, including, but not limited to, MailChimp, Constant Contact, etc. Experience with Act-On, a plus.
- Prior hospitality and destination management experience preferred, but not required.
- Strong written and verbal communications skills

- Understanding of basic HTML and experience with Content Management Systems, such as WordPress, Dupal, Wix. Experience with Simpleview CMS, a plus.
- Understanding of content marketing tactics, including, social media marketing, video and digital advertising techniques and tools.
- Solid understanding of online tools and platforms, including blogs, podcasts, Sprout Social/Hootsuite, Facebook (including Facebook Ads), Twitter, Instagram, Pinterest, YouTube, TikTok and the language and jargon that is used in these communities.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- 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 and 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, and employee wellness benefits.

**Starting Salary Range: \$90,000-\$95,000**