



Director of Content

REPORTS TO:	VP of Marketing & PR
SUPERVISES:	Content Manager Web Manager
WORKS DIRECTLY WITH:	Director of Advertising Director of Communications
DEPARTMENT:	Marketing & PR
PAY STATUS:	Exempt
SALARY:	\$60,000

ABOUT EXPLORE ASHEVILLE: Our team helps to create and sustain a vibrant tourism economy by attracting overnight visitors and expanding the customer base for local businesses. We work on behalf of the Buncombe County Tourism Development Authority (BCTDA) to support local tourism partners including attractions, lodging, retail, recreation and the arts.

Nestled in the highest mountains in the East, Asheville is a hip, artsy destination with Southern flare and a welcoming nature. A vibrant, eclectic downtown featuring art galleries, farm-to-table and independent restaurants and a thriving music scene beckons visitors and residents. America's favorite scenic byway, the Blue Ridge Parkway winds its way through Asheville to Mount Mitchell, the highest peak in the East, about 20 miles northeast. Biltmore, America's largest home is located here. With surprises around every corner – from a spontaneous drum circle, avant-garde theater, brew pubs, chocolate lounges, art that inspires the soul, to lush mountain peaks with biking trails, hikes, zip lines and whitewater, Asheville is a destination with a style and rhythm all its own.

With over three decades of focused promotion, Asheville has become a top destination for travel, earning Lonely Planet's 2017 #1 Best in the US Destination designation, among many accolades. Explore Asheville promotes the destination through out-of-market advertising and other marketing, public relations and sales initiatives, resulting in approximately 3.8 million overnight leisure visitors each year and a tourism economy that generates nearly \$3 billion of annual economic activity in Buncombe County. The success of the tourism sector has been a big part of the economic vitality of Asheville, fostering new businesses of all kinds — including many new hotels that will generate additional customers, jobs, and millions of dollars of property and sales taxes.

We value teamwork, excellence and camaraderie. Qualified candidates are invited to apply to join our accomplished and dedicated team.

THE POSITION:

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 the CVB's presence across a variety of online mediums, social channels, email marketing and destination news platforms. The director will supervise and collaborate with the content specialist, manage the work of vendor partners, direct the Asheville Content Network of freelancers and work closely with other directors and teams within the marketing department. This position is also responsible for the development, accuracy and updates of editorial content on ExploreAsheville.com and its microsites, which, in total, receives approximately 5 million visits each year. Content will also flow into traditional PR efforts, e-newsletters, outside websites and other online initiatives.

JOB DESCRIPTION:

- Leads all content efforts including strategy, conceiving, development and production of in-house creative assets (web pages, videos, imagery, social channel content).
- Collaborates with other staff and external agencies to develop appropriate strategies for integrated implementation of new content and messages.
- With input from Vice President of Marketing, sets work priorities, provides guidance, and oversees tasks executed by the Content Specialist.
- Provide thought leadership on innovative content strategies, track and optimize content performance, review others' work, and have the ability to train others in development of powerful content.
- Develops editorial calendar and content timelines.
- Writes content as needed for various marketing channels.
- Researches and develops new content (written, audio, video), including appropriate links and other resources as necessary, that feeds ExploreAsheville.com and microsites, serves traditional PR initiatives and provides opportunity for additional online outreach.
- Serves as the primary point-of-contact and evangelizes, promotes and drives online and social media efforts designed to generate online conversation about the destination.
- Works with each department on a regular basis to assess social and web needs, communicate best practices and integrate creative/PR messages.
- Manages the Explore Asheville photo and video library, understanding usage rights, procurement channels, and asset needs across channels.
- Identifies and maintains proficiencies in emerging channels and technologies that source destination information—such as Google travel products, TripAdvisor.com, etc.—and works with Content Specialist to target those opportunities.
- Is responsible, along with the Content Specialist, for the creation, curation, distribution and promotion of engaging photo and video content for the destination's website and YouTube channel.
- Other duties as assigned.

REQUIRED QUALIFICATIONS:

- Bachelor's Degree in Journalism, Communications, Marketing, Interactive Media, or equivalent.
- Minimum three years of experience in digital communications and/or content marketing.
- Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
- Experience with Adobe Creative Suite.

PREFERRED QUALIFICATIONS:

- Familiarity with basic video production/editing processes.
- Knowledge and understanding of SEO in the content development process.
- Management experience.
- Experienced with Facebook Business Manager
- Prior hospitality and destination management experience preferred, but not required.

JOB KNOWLEDGE/SKILLS/ABILITIES:

- Strong written and verbal communications skills, basic HTML, and experience with popular blogging tools and publishing software.
- Understanding of content marketing tactics, including, social media marketing, video and digital advertising techniques and tools.
- Solid understanding of online tools and platforms, including forums, blogs, podcasts, Sproutsocial/Hootsuite, Facebook (including Facebook Ads), Twitter, Instagram, Pinterest, YouTube, Vimeo and the language and jargon that is used in these communities.
- Well-organized, self-motivated, strong communicator who is comfortable in a fast-paced environment and can prioritize a challenging workload with a propensity to execute quickly to capitalize on opportunities.
- Computer skills and utilization of technology is required. Ability to use spreadsheets, analyze data and provide understandable reports is also a necessity.

CONTACT WITH OTHERS:

Works in the Marketing/PR area of the CVB in a team environment, reporting directly to the VP of Marketing & PR. Collaboration is key to working with a team in order to achieve shared objectives and executing on the vision and mission of Explore Asheville. Supervises both the Web Manager and the Content Manager. Ongoing contact within the online world requires professionalism and tact. Additional contacts include CVB staff, BCTDA Members, its vendors and agencies of record and tourism partners.

ORGANIZATIONAL DATA AND INFORMATION:

Has access to marketing and sales information, database files, financial statements, Web statistics and other CVB-related information, some of which is considered confidential. Accuracy is highly critical with all aspects of work. Attention to detail is imperative. The position shapes the voice and messaging of Explore Asheville in consumer-directed content and must adhere to a certain standard of online public decorum. Proofreading is an essential part of the job. Undetected errors could range in severity from slight to far reaching.

ENVIRONMENT:

Works inside a modern office setting and is not designated as a position that works remotely. A background check and drug screening are required as a final condition of employment for all applicants. Position is subject to frequent interruptions which require varied responses.

CORONAVIRUS IMPACT ON OUR WORK:

Most of the Explore Asheville Team is working remotely from home as we make our way through phases of the COVID-19 pandemic. Team Members will return to work when the State and County deem it safe. However, the safety of our Team Members will remain our priority in all our future decision making. Whether in the office daily or working remotely, Explore Asheville requires all Team Members to live within a daily commute of our Asheville office.

APPLICATION

Submit your Resume demonstrating applicable experience and knowledge. A Cover Letter highlighting your relative skills and experiences is appreciated.

Both documents should be submitted to Glenn Cox, VP of Administration at gcox@ExploreAsheville.com.

Do not call or come by the office in person.

Thank you.