



Director of Content

REPORTS TO:	VP of Marketing & PR
SUPERVISES:	Content Specialist
WORKS DIRECTLY WITH:	Director of Advertising Director of Communications Director of Web & Analytics
DEPARTMENT:	Marketing & PR
PAY STATUS:	Exempt
SALARY:	\$55,000

Explore Asheville Convention & Visitors Bureau is seeking a Director of Content who can develop creative and effective content and social strategies and bring them to life to fuel and support broader marketing efforts. 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.

If you are a team player with a passion for storytelling, an interest and affinity for new technologies and excels in a fast-paced work environment, let's talk. Candidates must have excellent writing skills, experience in digital communications or content marketing and a keen eye for visual design. Prior hospitality or destination management experience preferred, but not required.

For a complete job description and instructions for applying, click [interactive link](#).