

# THE SAN FRANCISCO Peninsula

## Digital Content Manager

The Digital Content Manager is a non-exempt full time at-will employee of the San Mateo County/Silicon Valley Convention and Visitors Bureau according to the fair labor standards act.

The normal and customary work hours are Monday through Thursday 8:30 AM – 5:00 PM and Friday 8:30 AM – 4:00 PM and when necessary, evenings and weekend work may be required. The ability to travel overnight is required.

The Digital Content Manager is responsible for promoting The San Francisco Peninsula as a premier visitor destination by:

Digital Content: The principal role is to create, maintain, improve, and share content to increase brand awareness and engagement with visitors, partners, meeting planners and residents. Content is defined as blog posts and social media posts that aid in fostering engagement over all platforms. This position is responsible for the development and execution of the CVB's content strategy and interpretation of analytics to maximize engagement online.

Website: Manage all aspects of website, act as primary contact with website management company regarding SEO optimization, imbedded keywords etc.

**Essential Functions** Essential responsibilities and duties may include, but are not limited, to the following: (Responsibilities are subject to review and change as needed.)

- Maintain all aspects of CRM and CMS digital platforms. Manage website, including online calendar of events and hotel listings. This includes regular updates, adding new features (publishing blogs, creating new landing pages, SEO optimization etc.) and periodically creating a new website. This also includes finding ways to maintain and increase website traffic.
- Act as primary contact with Simpleview vendor for CMS, CRM, Act-On Platforms, and Simpleview tickets.
- Create and manage content calendar, including blog calendar and curate blogs that amplify our partner businesses and promote The San Francisco Peninsula to visitors and meeting planners.
- Create and execute an overall social media plan that results in growth of followers, reach and impressions, as well as a high level of interaction and engagement. Including publishing in-house REELS on Instagram a regular basis giving partners maximum social media exposure.
- Develop/maintain relationships with appropriate social media influencers.
- Create and manage E-newsletter communications [Visitors (*monthly*) and "As Fresh as it Gets" (*quarterly*)] in Act-On. Use Act-On to manage communication and make improvements to increase engagement.
- Manage Visit CA's Content Submission tool and submit at least one content submission per week.

- Manage Visit CA's Google Travel Story Program and publish at least one Travel Story per week.
- Manage photo and video library. This includes actively gathering/taking high quality interesting/print-worthy new pictures and videos that will keep social media campaigns fresh and engaging. This includes obtaining written permission, as needed.

### **Secondary Functions**

- Assist in the preparation of the annual business plan and budget, as well as participate in staff and marketing meetings.
- Assist with other tasks as needed from time-to-time which advance the mission of the Bureau.
- Assist with Bureau events as needed.

### **Qualifications**

- Strong written communication and editing skills including copywriting, writing for digital and social media, blog writing and the ability to produce work with a high degree of accuracy and speed.
- Three to five years of progressive responsibility in marketing, mass communication, design, printing, production, desktop publishing and writing.
- In-depth knowledge in content marketing and social media platforms including Twitter, Facebook, Instagram, etc.
- Working knowledge of Google Analytics for reporting, annotation, and research purposes; additional online reporting platforms as needed.
- Understanding of destination marketing with a preferred background in DMO/tourism, but not required.
- Demonstrated skill in setting and achieving goals for digital marketing.
- Graphic design experience and working knowledge of Adobe Design Suite (Photoshop, InDesign, Illustrator, etc.).
- Exceptional computer skills; highly proficient in Word, Excel, PowerPoint, Outlook, Publisher knowledge and proficiency working with website CMS and CRM as well as Act-On or similar platform.
- Still photography and video shooting and editing abilities a strong plus.
- Ability to work both independently and collaboratively, depending on the nature of the project.
- Flexible and able to work outside traditional office hours, including evenings and/or weekends.
- Ability to work on new projects with limited guidance.
- Time management and organizational skills to handle several tasks simultaneously,

- Enthusiastic team player with positive attitude in the position and belief in San Mateo County/Silicon Valley as a premier destination in northern California.
- Provide own transportation.
- Ability to problem solve and to be flexible.

Starting salary: \$75,000