

CITY OF FORT SMITH
Job Description

Job Title: Content Manager

Exempt: No Department: Convention & Visitors Bureau
Date Prepared: April 1, 2024

Job Summary

This position works under the direction of the Executive Director for the Fort Smith Convention & Visitors Bureau (FSCVB). The Content Manager is responsible for telling the story of Fort Smith in a way that influences decisions for leisure, group, meeting and sports travel. This position requires a passion for Fort Smith, AR, a desire to elevate the reputation of the community and a collaborative spirit.

Essential Duties & Responsibilities

- Maintain and enrich Fort Smith CVB website content for SEO optimization.
- Create and manage editorial calendar to deliver timely content across various digital platforms.
- Research industry trends, market insights, community developments and competitor analysis to inform content development and identify opportunities.
- Write new content for websites, blogs, e-newsletters, social media, brochures, and sales articles.
- Audit existing content for brand voice, relevance and optimization.
- Monitor the performance of the content through online tools such as Google Analytics, Meta Business, Zartico, and Google Search Console and use the data to adjust strategies as needed.
- Manage and maintain content repositories, including content management systems, and ensure content is organized and easily accessible for future use.
- Collaborate with designers, videographers and other stakeholders to oversee or develop the content creation of visually appealing and multimedia-rich assets.
- Assist the Office Manager in the development of content for Miss Laura's Brothel Museum website, brochure and social media.
- Implement and monitor the marketing and communications budget in partnership with the Executive Director.
- Work with media writers, influencers, and/or content creators to create and capture engaging content and promote Fort Smith through familiarization tours, hosted visits or partnership opportunities.
- Manage the partnership with the Arkansas State Tourism Office as it relates to marketing functions.
- Manage the creation of the various guides and audit quarterly for accuracy.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

College degree in one of the following majors: Communications, Marketing, Journalism, Business, English; minimum of three years content development experience required. Experience in a DMO setting, Canva/graphic design and photography/videography is preferred.

Other Skills and Abilities

The incumbent should possess excellent verbal and written communication skills. The incumbent must possess excellent computer and program skills , with the ability to quickly learn software programs such as Zartico, Meltwater, Act-On, Simpleview (CRM/CMS) and Meta Business. Must possess good organizational and project management skills. Problem-solving and analytical abilities are required to perform the duties of this position. Excellent interpersonal skills required. The incumbent must have knowledge of modern office practices, procedures, and equipment. Must possess the ability to become familiar with and understand the City of Fort Smith policies and procedures, including basic financial structure, and interaction with the City staff is critical.

Physical Demands

The 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.

While performing the duties of this job, the employee must occasionally stand and walk, talk, and hear. Occasionally sit, use hands to handle objects and reach with hands and arms. Specific vision abilities required by this job include close and color vision. The employee is occasionally required to lift up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Work is typically performed indoors in a standard office environment in normal 8-5 working hours. However, working nights and weekends may be required to perform the job.

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