



NORTH MYRTLE BEACH
CHAMBER OF COMMERCE
Convention & Visitors Bureau

Content Manager

To develop experimental copy for marketing channels in conjunction with marketing leadership at the North Myrtle Beach Chamber and CVB. Oversee content creation activities and manage the content calendar. Must be articulate across all channels, understand how to grab the attention of target audiences to inspire transactions and travel to the region. Send cover letter, resume, and writing samples to hr@northmyrtlebeachchamber.com.

Job Description

The content manager is responsible for creation of content for a variety of uses such as websites, social media, blogs, Trip Advisor, and other related medium including video. The content manager will work closely with the marketing team to implement the content calendar and appropriately feature events, venues, and experiences visitors will find inspiring and lead to more travelers selecting North Myrtle Beach, SC as their destination of choice. Will also develop content for Chamber members and website to promote business to business and business to consumer opportunities.

Duties will include:

- Overseeing all content creation activities for the Chamber and CVB websites
- Working closely with the marketing team to design a content strategy for website and digital marketing channels
- Create content for publications and marketing materials
- Create a content marketing calendar to share with partners to amplify messaging and work within the state and region to gain visibility for visitor experiences in NMB
- Write experiential and informative copy that is optimized for search engines
- Develop content that supports the keywords strategy based upon analytics and targets key markets for the destination
- Utilize copy for multiple mediums to extend the reach and messaging about NMB
- In conjunction with social media manager create content for different social media channels
- Train the travel counselors to support active responses to inquiries on social media
- Use the content management system to ensure content is current and use CRM to keep content fresh and seasonally appropriate

The ideal candidate will have the following qualifications and experience:

- have a degree in English, marketing, or journalism preferred
- be articulate with an ability to create ideas and stories that will be of interest to key target audiences
- have excellent command of English
- able to communicate well with multiple generations of individuals and a variety of types of travelers and individuals
- experience with communications, digital marketing, and experiential writing
- Previous experience working as a content manager or copywriter would be an advantage
- Minimum of 2 years relevant experience

North Myrtle Beach, SC