



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: DIRECTOR OF MARKETING – CONTENT MANAGER

BARGAINING UNIT: CIV MANAGEMENT **CODE NUMBER:** 0545

PAY RANGE CODE: 17.1 MC **REVISION DATE:** 2/4/16

NATURE OF WORK:

The work of this classification involves managing the daily activities of the Marketing division and serving as the content manager responsible for the creation, implementation and measurement of the effectiveness of content focused marketing efforts in the Omaha Convention and Visitors Bureau (OCVB). This position will work across multiple platforms to ensure that content is strategically created and repurposed to engage potential tourism customers. The individual in this position proactively adapts to advances in social media platforms, trends, and evolutions in platforms.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Manages, develops, writes, and edits marketing content for use on multiple platforms, including the visitors guide, social media, online, print, and multi-media, ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search results relevant to the target audience.

Manages the functionality and content of the OCVB website, serves as the Marketing division Customer Relations Module (CRM) and Content Management System (CMS) expert, ensuring accuracy, high quality content, visual appeal, and ease of consumer and partner use.

Manages industry partner training on use of the website extranet.

Supervises photography and video projects to ensure quality and timeliness.

Researches and implements new web products, remaining current on content and online trends.

Develops and delivers analytic reports including reports on content distribution, content engagement, and website use. Evaluates and interprets analytics, assesses the effectiveness of digital marketing, and prepares recommendations.

Conducts content audits of marketing collateral ensuring accuracy, currency, and quality of content, value in brand enhancement, and effectiveness as marketing support tools.

Participates in professional organizations to increase skills in content creation, social media, and website management.

Prioritizes and schedules marketing project workflow.

Monitors and evaluates the implementation of programs and strategies and recommends changes when appropriate .

Works collaboratively with colleagues to develop the annual Marketing and Communication division plan and budget, consistent with the mission and objectives of the OCVB.

Plans, coordinates, and manages special marketing projects as assigned.

Works closely with the technical team to maintain site standards with regard to new site development.

Directs monthly content strategy meetings.

Achieves department annual goals as assigned.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of and ability to effectively navigate social media networks and websites.

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of the marketing principles and techniques used in attracting tourism.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to effectively create and present advertising, marketing, programs, and other promotional pieces designed to attract visitors to the area.

Ability to successfully market attractions, lodgings, and venues in the area as tourist destinations.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree

AND

Five (5) years of related professional experience in marketing, public relations, travel/tourism, graphic arts, journalism, or communications

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):