



Job Title – Content Manager

The primary responsibility of the Content Manager (CM) is to think both creatively and analytically. CM duties include producing and publishing content, writing, editing, and proofreading, formulation content strategies, and working with the content team, among other tasks.

CM should be comfortable with building an online presence, as well as using analytics in the formulation of content strategy. Here, content is defined as multimedia articles, blog posts, images, or videos that aid in fostering engagement online. The CM will take steps to measure ROI, enhance and enrich the position and image of Visit Wabash County through various goals and objectives.

The CM will support and represent the tourism office in a professional manner. The CM reports to the Executive Director; work is evaluated through observation, reports, conferences, and annual review.

Overall Responsibilities:

- Writing, editing, and proofreading content.
- Working with the content team.
- Formulating a cross-platform content strategy.
- Brainstorm with team members to develop new ideas.
- Build a following on social media.
- Provide editorial, creative, and technical support to team members.
- Track web analytics to ascertain content engagement levels.
- Manage content across all platforms, including email and social media.
- Ensure brand messages are consistent.
- Nurture and enrich all external perceptions of Visit Wabash County and growth of market share.

Professional Qualities:

- Outgoing and personable, while being professional.
- Flexible and trainable.
- Thrives in a fast paced environment.
- Takes direction.
- Passionate about tourism and meeting tourism goals.
- Inclined to partner and lead collaborations.
- Extremely organized.
- Professional with a dedication to clear communication and prompt follow up.
- Dependable, reliable and punctual.
- Exemplary grammar and written skills.



Professional Requirements:

- Bachelor's degree in communications, journalism, English, or related field or 3+ years' experience in related field.
- Adept at keyword placement and SEO best practices.
- Highly computer literate.
- Proficiency with popular content management systems.
- Experience with social media management.
- Creativity and the ability to develop original content.
- Ability to develop content that provokes engagement.
- Strong collaborative leadership qualities.
- Must have the ability to safely lift 20 pounds without assistance.
- Excellent knowledge in Brand Management

Benefits Include:

Full time/salary (may require some weekends and evenings)

Retirement, Insurance Stipend, Holiday Pay, Paid Time Off

Organization's Culture:

Visit Wabash County focuses on a healthy collaborative culture in an effort for employees to feel that their contributions are valued. Relationships, participation, and company morale are at the forefront. Team collaboration and clear communication are key contributors to the overall success of the organization's programs and campaigns.

Submission Requirements:

Send cover letter and resume to the attention of the Executive Director via email:

tourism@visitwabashcounty.com or mail: 221 S. Miami St. Wabash, IN 46992. Submissions will be accepted until the position is filled.

