



Content Manager Job Description

Washington Tourism Alliance

www.watourismalliance.com

Position: Content Manager

Salary: TBD

Status: Permanent, exempt

Reports to: Director of Marketing

Closing Date: July 16, 2021

Company Location: Virtual office with plans for a future office location in the Puget Sound area

If you are interested and you meet the selection criteria please respond with a resume and cover letter and prior to 5 p.m., July 16, 2021. Applicants must be a Washington State resident or willing to relocate at their own expense. Send resume and cover letter to wtainfo@watourismalliance.com.

Position Description

Washington Tourism Alliance is the destination marketing organization for the state of Washington, promoting travel to and within the state through advertising, public relations, travel trade relationships, social media, and additional avenues. The content manager will lead writing, editing, and publishing of new content on all WTA materials including consumer website, industry website, email newsletters, and press releases. The content manager will work closely with the director of marketing to identify content needs and create plans to fulfill those needs. They will oversee social media and other extensions of the brand voice to ensure consistency and quality.

Strong knowledge of Washington State's tourism assets, visitor experiences and appeals is essential for this position. Candidates must possess exceptional writing and editing skills.

Job duties

- Leads editorial content on ExperienceWA.com.
- Writes new content for website.
- Creates audit system to keep website content up-to-date and audits content for relevance and accuracy.
- Maintains knowledge of SEO best practices and adjust content to meet evolving search engine needs.
- Manages external writers and edits submitted content to ensure consistency.
- Serves as lead editor for organization.
- Writes press releases on WTA initiatives and tourism developments in the state.

- Writes email newsletters.
- Oversees voice for organization and guides organic social media.
- Works with director of marketing on content distribution strategies.
- Leads new content development strategy.
- Develops an owns internal content calendar.
- Provides input on annual travel magazine editorial lineup.
- Writes and edits industry facing content including presentations, blurbs, one-sheeters and strategic plans.
- Handles responsive public relations tasks including sourcing information and photos, providing fact-checking and connecting writers to quality interview sources.

Requirements/Qualifications

- Bachelor's degree from an academic institution in English, public relations, journalism, communications, or similar field, OR equivalent work experience
- 2-4 years of experience in writing, content production/management, PR, communications, or marketing
- Strong grasp of AP Style and writing/editing conventions
- Excellent communication skills with a passion for thinking creatively to solve problems.
- Knowledge of PR and media best practices
- Ability to produce significant quantities of content on short timelines.
- Strong organizational skills, with a proven track record of project management
- Excellent computer skills with proficiency in Microsoft Office Suite

Preferred

- Experience writing travel or hospitality content.
- Knowledge of destination marketing or experience in the industry.
- Experience managing photo and video assets.
- Social media experience
- Graphic design/layout experience (not essential to role, but having a good eye for visuals will be helpful)
- Experience managing internal or external writers.
- Knowledge of Google Analytics
- Experience optimizing content for web and search engines.
- Experience using a CMS.

About the Organization The Washington Tourism Alliance (WTA) is a 501[c]6 organization established by industry stakeholders with the sole mission of sustaining Washington State destination tourism marketing. The WTA began as an industry advocacy organization following the 2011 closure of the

Washington State tourism office by the state legislature. Years of subsequent work to re-establish an industry-led statewide tourism marketing program culminated in 2018 when Governor Jay Inslee signed enabling legislation with a 2:1 private-public sector matching fund program.

The WTA was contracted as the state destination marketing organization later that year. The WTA procures and administers funds for state destination tourism marketing activities and creates and implements a strategic statewide destination marketing plan.

This innovative public-private funding model, coupled with the process of re-building the state tourism marketing program and competitively re-positioning the destination, offers an exciting landscape for the WTA team, not to mention the opportunity for professional development and growth as the organization progresses.

The Washington Tourism Alliance (WTA) supports social justice, human rights, cultural preservation and public safety for all. As such, all travelers should feel welcome and safe, and host communities and travel and tourism suppliers should be respected by their guests. At its best, travel offers inherent social and cultural exchange that fosters understanding and acceptance. The WTA seeks to advance these values throughout its marketing, communications and travel advisory programs.