



**Position:** Digital Content Manager

### **Summary**

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The Digital Content Manager is primarily responsible for sharing the story of the greater Champaign-Urbana area as a brilliant destination to live, work, and visit through digital media channels. This position has extensive public contact, so a vast knowledge of the community and the ability to convey a positive company image at all times are critical.

### **Supervision**

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The Digital Content Manager reports directly to the Director of Marketing. This position may supervise interns.

### **Qualifications**

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- Bachelor's degree from an accredited university or college preferred.
- Valid driver's license and the ability to operate a motor vehicle.
- Excellent verbal and written communication skills.
- Strong creative writing skills are critical.
- Knowledge of relevant social media platforms, Microsoft, Google applications, email.
- Graphic design and photography skills are encouraged but not required.
- Demonstrated ability to work as a team member.

### **Essential Position Functions**

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- Manage Experience Champaign-Urbana's social media channels, including Facebook, Instagram, LinkedIn, Bluesky, and YouTube; the Champaign County Film Office Facebook and Instagram pages, the Champaign County African American Heritage Trail channels, and other new or up-and-coming channels.
- Create and establish social media strategies to increase community engagement and following.
- Understand social media metrics clearly to ensure the social media strategy is achieving its goals. Develop a monthly reporting structure for the Marketing Director and make adjustments when necessary.
- Coordinate social media takeovers and influencer campaigns with locals and regional content creator takeovers with the Director of Marketing.
- Develop and maintain relationships with area businesses and event planners to actively promote through Experience Champaign-Urbana channels.
- Develop and coordinate informational and engaging blog posts that appropriately highlight the Champaign-Urbana area as a destination.
- Create custom web landing pages for special events and groups that showcase relevant information for their specific needs.

- Execute an electronic newsletter as needed for targeted markets, including leisure and niche markets—sports, conferences, and group travel.
- Maintain web updates for [experienceecu.org](http://experienceecu.org), [ccafricanamericanheritage.org](http://ccafricanamericanheritage.org), [enjoyillinois.com](http://enjoyillinois.com), or other related websites (no HTML experience required) and communicate upcoming activities and events with the Enjoy Illinois PR team.
- Assist with special event projects, including Wooden Nickel promotion, area discounts related to special events.
- Assist with coordinating relevant community events, including Toast to Tourism, Illinois Marathon, IHSA Basketball, etc.
- Maintain good team working relationships with ECU staff and other staff within the building.
- Perform other duties as required to support overall goals of ECU.

### **Psychological Considerations**

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- Must be able to organize, plan, and implement multiple projects simultaneously and complete by their respective deadlines.
- Must be able to be a self-starter who can work with little supervision.
- Must be able to interact with everyone who enters the ECU Welcome Center, and resolve problems fairly and with judgment aligned with the mission of ECU.

### **Physiological Considerations**

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- Must be able to endure rigorous schedules during peak programming seasons.
- Opportunity for additional hours during special events.
- Must be able to work some evenings and weekends.
- Must be able to lift supplies and equipment (approximately up to 50 pounds) when needed.

### **Environmental Considerations**

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- Ability to be exposed to all weather conditions including rain, wind, snow, and extreme temperatures.
- Ability to work in an “open space” environment.
- Must have reliable transportation.
- Must be able to act safely and follow safety regulations at all times.