



Position Title: Marketing Content Manager

This position aims to elevate Visit Canton's creative execution, ensuring high-quality standards, alignment with brand guidelines, and effective communication of the message; and to stay updated on industry trends and emerging technologies to incorporate innovative ideas into content strategies.

The essential functions and significant activities that must be performed to carry out the purpose of the position as described include:

- Supervise workflow, project workload, and deadlines for all creative requests.
- Oversee the design and production of creative marketing, including emails, advertisements, print materials, promotional videos, and other graphic design and multimedia content.
- Implement social media and web content strategy.
- Manage visitor display network content, including Raydiant screens, Exploreboards, and CAK digital boards.
- Manage digital, search, and social ad platforms, including GoogleAds, Microsoft Ads, and Meta Ads.
- Assist with website maintenance, search engine optimization, technology and IT troubleshooting.

Qualifications required to perform the duties of this position include:

- Experience managing digital and print marketing, content marketing, and social media marketing
- Proficient with content management systems (CMS) and design software
- Proficient with ad platforms, including Google Ads and Meta Ads Manager
- Proficient with digital data analysis tools, including Google Analytics and Google Tag Manager
- A strong understanding of design principles and visual storytelling and the ability to conceptualize innovative ideas
- Ability to plan, prioritize, and manage multiple projects simultaneously while meeting deadlines
- Bachelor's degree or equivalent experience in Marketing, Public Relations, Mass Communication, or a closely related field.

This position is full-time and classified as exempt.

Organization Overview:

The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization's mission is to promote travel to Stark County. Visit Canton facilitates operations that support the travel and tourism industry in Stark County, which generates a total impact of \$2.2 billion. For more information, visit www.VisitCanton.com.

Submit resumes for consideration to: Rosie Kurtz rosiek@visitcanton.com