



Title: Content Creator

Reports to: VP of Marketing & Content Director

FLSA Classification: Exempt

Position Summary

In charge of creating online content such as blog posts, web pages, newsletters, social media posts. This content will help us reach our target audience. You'll work with the digital marketing team on a content strategy, participate in the brainstorming process, and conduct research to develop or support writing and assist in developing a content calendar to make sure we're publishing consistently. You should also be prepared to assist with other creative processes, such as the visual element selection process. You'll appear as a public-facing representative of the I Love Memphis Blog and Memphis Tourism Brands.

Essential Job Functions

- Uploading content into the CMS
- Working with the Director of Content on content calendar and strategy for all Memphis Tourism websites and social media platforms.
- Conducting in-depth research on industry-related topics in order to develop original content.
- Learning about the target audience for Memphis Tourism Brands and how to personally and openly connect with the target audience.
- Assisting in other aspects of the creative or research processes to create cohesive, accurate content
- Developing content for blogs, articles, and the company website with the appropriate writing voice.
- Proofreading content for errors and inconsistencies.
- Editing and updating existing content.
- Conducting keyword research and using SEO best practices to increase traffic to the website.
- Creating compelling headlines and body copy that will capture the attention of the target audience.

Position Requirements & Qualifications

Education/Experience

- Requires bachelor's degree in Journalism, Marketing/Communication, a related field or equivalent

- Proven work experience as a Content Creator, Copywriter or similar role
- Portfolio of published articles
- Creativity, resourcefulness, flexibility, and motivation.
- Ability to understand the needs associated with a project and the target audience.
- Receptive to feedback.
- Willingness to meet deadlines.
- Hands-on experience with Content Management Systems
- Excellent writing and editing skills in English
- An ability to research and fact-check long-form content pieces
- Time-management skills
- Willingness to appear publicly as a representative of I Love Memphis Blog and Memphis Tourism Brands.
- Familiarity with SEO
- Some Evening and weekend hours/work is required for this position.

Working Conditions & Physical Demands

- Typically, the employee may sit comfortably to do the work.
- Evening and weekend hours/work required at times over and above the traditional office requirements.

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties,, and skills required of personnel in this position.

Memphis Tourism provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics in compliance with applicable state and local laws governing nondiscrimination in employment.