

CITY OF GRAND JUNCTION

CONTENT SPECIALIST

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Develop and protect a consistent brand voice across marketing channels; create, update, and proofread various content; conduct industry research on content, target audiences, topics of interest, and consumer trends; monitor data to provide actionable insights; create and manage a wide variety of materials to include eNewsletters, blogs, social media, Official Grand Junction Adventure Guide, and website content; manage, maintain, and develop user-generated content.

JOB CLASSIFICATION

Exempt, Non-Safety Sensitive

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Director.

PRIMARY DUTIES--*The following are examples of primary duties assigned to positions in this classification. Other related duties and responsibilities may be assigned.*

1. Develop, maintain, and protect a consistent brand voice across marketing channels; manage concepting and cross-functional content; conduct industry research on content, target audiences, topics of interest, and consumer trends; monitor data to provide actionable insights; analyze key performance indicators to measure the effectiveness of content strategies. Optimize content for search engines (SEO), user experience, and engagement metrics.
2. Create, update, audit, copy edit, and proofread a wide variety of materials, including eNewsletters, blogs, social media, reports, and website content; create coding for tracking purposes; monitor social media; manage paid content and provide training to staff and stakeholders; manage event calendar; assist with graphic design and video editing projects.
3. Plan, develop, maintain, and manage user-generated content and other digital applications including media requests and cloud-based applications; implement best practices for maximum platform usage.
4. Prepare, organize, and maintain documents, reports, presentation decks, marketing materials, meeting planner request for proposals (RFPs), surveys, and records.
5. Oversee local, regional, and state marketing co-op programs; attend stakeholder meetings and ensure participation; create content and develop new value-added programs.
6. Strategize, plan, and execute diverse marketing initiatives to include branding efforts, new technology platforms, industry research and return on investment (ROI) tracking; oversee and assist with complex marketing projects including annual report and accreditation certification.
7. Manage web-based gamification application; manage check-ins, answer questions, analyze data, generate reports, and increase participation with consumers and reward businesses.

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8. Manage, facilitate, and increase participation in the Special Event Task Force Meetings including the Visit Grand Junction Event Partnership program; analyze and create post-event data collection and report back to event and Task Force; develop year-over-year improvements for each event and assist with implementation.
9. Manage creation and content of the Grand Junction Official Adventure Guide; track edits for future editions, manage future refresh, redesign, printing, new content, and all supporting assets to ensure alignment with, brand voice, cover images, and overall brand representation.
10. Attend and participate in professional group meetings and webinars; stay abreast of new trends and innovations in the field of destination and content marketing.
11. Perform other duties of a similar nature or level.

QUALIFICATIONS

Knowledge of:

Principles and practices of data and web analytics, including Google Analytics/GA4.

Principles of place branding, awareness, and consistent brand voice.

Content marketing strategies, including SEO, engagement metrics, and ROI tracking.

Software applications utilized in content management.

Website, social media, cloud-based, and other digital marketing platform management and concepts, promotions, communications, analysis, and functionality.

Effective technical, creative, and business writing skills, including proper English usage, spelling, grammar, and punctuation.

Principles and applications of creative and graphic design.

Modern office technology and equipment, including computers and related software applications.

Applicable Federal, State, and local codes, laws, and regulations.

Ability to:

Research, analyze, and interpret data and metrics to measure impact and optimize marketing programs.

Develop, write, and edit concise, comprehensive, and informative marketing and media materials.

Understand and apply place branding, audience engagement, and brand voice consistency.

Manage social media and website, content, and design.

Deliver high-quality results while managing competing priorities in a fast-paced environment.

Regularly collaborate with cross-functional teams, stakeholders, and agency partners.

Diagnose problems, analyze root causes, and implement effective content and marketing solutions.

Stay current with emerging marketing and content trends, consumer behavior, data, tools, and digital technology.

Respond promptly and professionally to requests and inquiries in a timely manner from the public, agency partners, and City employees.

Operate and use modern office equipment, including computers and various software applications.

Communicate clearly and concisely, both orally and in writing.

Must be ambitious, conscientious, and intellectually curious, with a proactive approach to developing skills relevant to the role.

Establish and maintain effective working relationships with those contacted in the course of work.

Speak, read, comprehend, and write the English language fluently.

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Experience and Training Guidelines

Minimum Requirements:

Experience:

At least six (6) months of increasingly responsible content creation and management across multiple media formats.

Basic experience in program and project coordination.

Training:

Bachelor's degree from an accredited college or university with major course work in business administration, hospitality, marketing, management, or related field.

Other combinations of experience and education that meet the minimum requirements may be substituted.

License or Certificate

Possession of, or ability to obtain, a valid Colorado driver's license.

WORKING CONDITIONS

Environmental Conditions:

The job is performed in the following working environment:

Office environment: exposure to computer screens.

Physical Conditions:

The job is characterized by:

Sedentary Work: Exerting up to 20 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally, and all other sedentary criteria are met.

The following physical activities are very or extremely important in accomplishing the job's purpose and are performed daily:

While performing the duties of this job, the employee is required to sit for prolonged periods. The employee is regularly required to see, hear, talk, stand, twist, and use repetitive motions in the conduct of work. The employee is also required to perform light lifting.