



Content and Social Media Director
Great Falls Montana Tourism
Great Falls Montana

Passionate, creative, self-motivated, energetic Great Falls Montana Champion sought to join our forward-thinking, hardworking and resourceful tourism team as a Content and Social Media Director. This position is relied on to be entrepreneurial, productive, detailed, and focused on developing content that will be consumed by potential visitors, and shared, across our marketing platforms.

The Content and Social Media Director is expected to

- Develop and implement an annual content strategy for Facebook, YouTube, Basecamp Blog, Instagram, LinkedIn, Constant Contact, Social Toaster, website and Mobile App.
- Develop, Grow and Manage engagement of Facebook Groups
- Source and secure guest writers as needed for Basecamp Blog and images and videos as needed for content strategy.
- Analyze website traffic and user engagement metrics to adjust strategy to produce better engagement with target markets.
- Ensure Data integrity for inquiries, leads, stakeholders, content, partners, website and app.
- Source and promote relevant events through all content channels.
- Develop landing pages and microsites as needed to support marketing strategies.
- Collaborate with Team and Contractors to achieve marketing goals and objectives.

Great Falls Montana Tourism is looking for the right team member who demonstrates taking initiative, adding value, and solving problems. Anticipated salary range \$35,000 to \$40,000 with health insurance stipend and professional development opportunities. EOE. Apply to Rebecca Engum, Executive Director, Rebecca@VisitGreatFalls.org with a cover letter and resume.