



■ Experience the art of hospitality ■

Content & Social Media Coordinator

ABOUT THE POSITION:

The Content & Social Media Coordinator will support the Visit Mason City team by creating engaging content across various platforms and for multiple target audiences. By creating and leveraging engaging visuals, videos, and written materials, the coordinator will enhance emotional connections, boost engagement, and support marketing initiatives. The ideal candidate will thrive in a fast-paced, collaborative environment, be detail-oriented, organized and capable of managing multiple projects and tasks. This role requires creativity, strong writing skills and the ability to adapt to evolving trends while working on a wide range of projects, campaigns and initiatives. Individual will work under the day-to-day supervision of the Executive Director and under the general direction of Visit Mason City & Board of Directors. Occasional travel required.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- **Content Development:** Create, curate, and manage content for websites, social media channels, mobile apps, and print/digital resources according to the marketing calendar and strategy.
- **Video & Photo Production:** Capture and produce high-quality video and photo content for various media applications.
- **Social Media Growth:** Increase engagement and audience growth on platforms such as Facebook, Instagram, TikTok, and YouTube.
 - Monitor conversations and respond appropriately.
- **Brand Identity, Messaging & Marketing Support:** Ensure consistent messaging and VMC brand identity across traditional and digital media. Assist in the development of print/digital advertising, publications, and visitor resources.
- **User-Generated Content:** Coordinate and encourage user-generated content programs and influencer partnerships.
- **Content Libraries:** Manage and update VMC's photo and video libraries.
- **Analytics & Reporting:** Monitor, analyze, and report on website, social media, and digital advertising metrics regularly to measure success and identify opportunities. Keep up-to-date on best practices for writing effective web and social media content. Stay current with industry trends, emerging marketing technologies, and digital platforms, offering thought leadership and recommendations.
- **Collaboration & Community Engagement:** Work closely with the Executive Director, VMC team, partner organizations, local stakeholders, tourism partners, and the Iowa Tourism Office to curate and manage content. Contribute to special events planning and promotion.
 - Serve as a role model within the organization and positive representative of Visit Mason City in the community.
- **General Support:** Support event management, large group sales and services as needed, as well as other responsibilities assigned by the Executive Director.

VISIT MASON CITY IOWA

2021 Fourth Street SW, Mason City, IA 50401 • P: 800.423.5724 | 641.422.1663 • F: 641.423.1220

E: cvb@VisitMasonCityIowa.com • W: VisitMasonCityIowa.com

KNOWLEDGE, SKILLS AND ABILITIES:

- Exceptional verbal, written, and presentation skills, with a strong focus on copywriting, editing, and proofing.
- Strong problem-solving skills, attention to detail, ability to work under pressure to meet deadlines and complete multiple projects in stressful situations, capacity to work independently and demonstrate initiative and experience in interacting with business community.
- Proficiency in Microsoft Office applications, Google Workspace, and Adobe Creative Suite.
- Knowledge of CMS and/or general website knowledge desired but not required (website management training will be provided.)
- Creative eye for design; graphic design experience is a significant plus.
- Deep understanding of social platforms (Facebook, Instagram, Twitter, YouTube, etc.) and ability to adapt to emerging technologies.
- Video editing and production skills preferred.
- Media relations experience preferred
- Knowledge of digital marketing trends and strategies
- Must possess a positive attitude, collaborative spirit, willingness to learn and a keen eye for creative ideas, processes/efficiency strongly desired, as well as an ability to be adaptable to quickly evolving projects.
- Willingness to learn and embrace the organization's culture and industry and enthusiastically participate in organization-wide team activities.
- Must possess the ability to work effectively to create and communicate to others a positive image for Mason City area as a destination of choice.
- Ability to exercise independent judgement, discretion and initiative. Must be able to utilize tact and courtesy in frequent contact with business and industry representatives, government officials and the general public.

EDUCATION AND EXPERIENCE:

- 2+ years of experience in public relations, marketing, communications, social media management, writing or other related areas.
- Excellent oral and written communications skills.
- Basic/high level understanding of marketing and communications projects desired.
- Ideal candidate is creative, process-oriented and ready to learn.

ADDITIONAL REQUIREMENTS:

- Must show proof of valid driver's license and auto insurance. Must have ability and willingness to travel and work varied hours including nights and weekends for special events, meetings, tradeshow, etc.
- Ability to travel by air, drive a vehicle and have use of vehicle for use to conduct VMC business.
- Must be able to lift up to 40 lbs. and transport equipment and materials for use in VMC programs.

COMPENSATION

- **Salary:** \$36,000 – \$45,000 per year, based on experience and qualifications.
- **Benefits:**
 - 100% employer-paid health, life, short-term, and long-term disability insurance (after three months).
 - 6% salary contribution to a retirement plan.
 - Paid holidays (*11 days/year*)
 - Paid vacation:
 - Two weeks after one year of service (less than five years).
 - Three weeks after five years of service.
 - Paid personal leave:
 - One day for every 30 days of service (maximum five days in the first year, then 10 days per calendar year).
 - Personal leave may accumulate up to 60 days.

APPLICATION REQUIREMENTS

Candidates must submit:

- Cover letter.
- Resume.
- A minimum of three references (current or past supervisors/managers).
- Minimum salary requested.
- A 300-word article, written by the applicant, highlighting Mason City's key assets and attractions for visitors.

Send by March 5, 2025 to: Visit Mason City, 2021 4th Street SW, Mason City, Iowa, 50401 or by email to: cvb@visitmasoncityiowa.com. Inquires by email only; no phone calls please.

ABOUT VISIT MASON CITY: Since 1985, Visit Mason City has served as the community's official destination marketing organization. We are a 501(c)6 non-profit organization led by a full-time staff and Board of Directors. Our team is committed to growing tourism and making positive economic impact in Mason City and the North Iowa region through brand marketing and promotion, event and meeting recruitment, and collaborative partnerships. We are innovative, mission-oriented, visionary, purposeful, and full of community pride.

To apply, please write a 300-word article about Mason City touting the community's key assets and attractions for visitors. Submit your writing sample, cover letter, salary request, resume, and reference sheet noting at least 3 references to: Visit Mason City, ATTN: Lindsey James, 2021 4th Street SW, Mason City, Iowa, 50401 or by email to: cvb@visitmasoncityiowa.com. Inquiries by email only; no phone calls please. **Application deadline is March 5, 2025.**

Visit Mason City is an equal opportunity employer and candidates of all backgrounds are encouraged to apply.

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