<table>
<thead>
<tr>
<th>Title:</th>
<th>Digital Content Producer</th>
<th>Entry Salary:</th>
<th>$55k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division:</td>
<td>Tourism</td>
<td>Location:</td>
<td>Atlanta, GA</td>
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The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development. The GDEcD tourism division, Explore Georgia, works to promote the state, and its communities and attractions, to help visitors discover all of Georgia’s unique vacation opportunities.

The Digital Content Producer is responsible for generating digital content in line with Explore Georgia’s business goals and objectives. The ideal candidate will be someone with exceptional skills for telling compelling stories through editorial, video and graphics across all digital platforms. The Digital Content Producer is responsible for managing content through the life cycle of creation, approval, activation, and continuous improvement. The candidate will consult with stakeholders to ensure all content amplifies our core brand message and provides a visitor-centric content experience. The successful candidate will enjoy investigating how things work and problem solving to create and publish content that millions of customers will see. This candidate will be professional and courteous and must be able to operate as such under pressure in faster-paced sprints.

Responsibilities:
- Produces, posts and manages scalable digital content – editorial, photography, and video – around iconic, new, and trending tourism product for use across Explore Georgia’s marketing portfolio, including but not limited to social, web, and email platforms
- Build and develop relationships with partner and consumer marketing teams and work with them collaboratively to source and develop assets for marketing programs
- Complete assigned tasks and procedures for asset management, content publication, and page creation
- Participate in continuous growth and learning around tools used, tools available, content operations, industry standards, industry innovations, and content management, with the ability to adapt to new opportunities
- Curation & management of Explore Georgia content library, including organization, rights management, etc.
- General content management with new & existing freelancers
- Other duties as assigned
**Minimum Qualifications:**

- Bachelor’s degree in marketing, advertising, communications, public relations, integrated marketing, design or a closely related field from an accredited college or university AND two (2) years of related professional level experience; or one (1) year of experience in a comparable position
- Proficient in the use of text, image and video editing programs
- Proficiency in videography, filming and editing in a both a studio setting and in the field
- Strong organizational and project management skills
- A creative eye for pairing visual, text and video images into compelling content
- Proven track record of successful delivery, meeting deadlines, and working with stakeholders
- Cultural sensitivity and awareness
- Self-discipline, initiative, and professionalism
- Team-oriented work style

**Preferred Qualifications:**

- Five (5) years+ of related professional level experience
- Advertising, Digital, or Integrated Marketing agency experience
- Experience incorporating SEO best practices and guidelines
- Experience with content management platforms or a proven track record of learning new digital tools quickly
- Excellent verbal and written communication skills, ability to take instructions, self-motivated and self-driven

**Travel Required?** | Occasional | **Nights, Weekends Required?** | Occasional
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**Deadline:** | Open until filled; Apply ASAP.

**Application Instructions:** To apply for this position, **you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at [https://www.georgia.org/about-us/career-job-search](https://www.georgia.org/about-us/career-job-search).** If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

**Additional Information for Applicants:** All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer