



**Job Title:** Content Coordinator

**Location:** Billings, Montana

**Organization:** Visit Billings (Managed by the Billings Chamber of Commerce)

**Reports To:** Visit Billings Marketing Director

**Job Summary:** Visit Billings is seeking a creative and talented Content Creator to join our dynamic team. The ideal candidate will have strong graphic design and writing skills, with a proven ability to create and post engaging content across various social media platforms including Facebook, Instagram, LinkedIn, and TikTok. This role requires a versatile individual who can produce high-quality written and visual content to promote Billings as a premier travel destination.

**Key Responsibilities:**

- **Writing Content:** Write blog posts, marketing copy, and other content for the company.
- **Editing and Proofreading:** Review content for grammar, spelling, and punctuation, ensuring it's clear and concise.
- **Optimizing Content for Search:** Use SEO best practices and keywords to improve content's visibility in search engines.
- **Planning Content:** Create an editorial calendar to organize content, ensure deadlines are met, and avoid duplication.
- **Collaborating with Others:** Work with designers, developers, and other teams to ensure content aligns with the company's message.
- **Researching:** Find reliable sources of information and gather data quickly.
- **Interviewing Experts:** Incorporate industry experts' perspectives into blog posts.
- **Promoting Content:** Distribute content on social media and plan marketing campaigns.
- **Creating Visual Content:** Develop compelling and visually appealing graphics, videos, and written content for social media, website, and other marketing channels.
- **Managing Social Media:** Manage and grow Visit Billings' social media presence by posting regular updates, engaging with followers, and monitoring social media trends.
- **Analyzing Performance:** Analyze content performance and provide insights and recommendations for improvement.
- **Staying Updated:** Stay up-to-date with the latest digital marketing trends and best practices.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field.
- Proven experience in content creation, graphic design, and social media management.
- Strong writing, editing, and proofreading skills.
- Proficiency in graphic design software (e.g., Adobe Creative Suite).
- Experience with photography and videography is highly desirable.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Strong organizational skills and attention to detail.
- Creative mindset with the ability to think outside the box.
- Excellent time management and organizational skills.
- Prior experience in content marketing and producing traffic for a company.

**Benefits:**

Comprehensive benefits package including: Medical, dental, vision insurance – 75% employer paid premium; life, and long-term disability insurance; Paid Time Off; Flexible spending accounts; paid holidays and floating holidays; 401(k) 3% employer contribution & up to 4% match (must meet eligibility requirements).

**How to Apply:** Interested candidates should submit their resume, cover letter, and a portfolio of their work to [hr@billingschamber.com](mailto:hr@billingschamber.com). Full job description available at time of interview or upon request. EEO.