



## **Content Marketing Manager**

### **Background**

The Hollywood Partnership (HP) is a private, not-for-profit 501(c)(6) organization and includes a 501(c)(3) organization, Hollywood Partnership Ventures. The HP's mission is to enhance the Hollywood community's appeal, vitality, and well-being from the ground up. To achieve this mission, The HP deploys programs, activities, grants, and contracts with the aim of promoting community revitalization efforts, quality of life, streetscape improvements, public safety, tourism, economic development, and advocacy initiatives intended to benefit the Hollywood community. The HP was formed in 1996 and manages the Hollywood Entertainment District (HED), one of California's first Business Improvement Districts (BIDs). The district stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway to the Hollywood 101 Freeway. Many of Hollywood's most famous landmarks are in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry.

### **Position Summary**

With direction from the Vice President of Marketing & Communication, the Content Marketing Manager will be responsible for managing the organization's communication channels, developing engaging, brand-relevant content, tracking and promoting Hollywood happenings; and collaborating with The HP staff and community partners on various events and programs.

### **Who You Are**

- Lover of all things Hollywood
- Curious and Creative Storyteller
- Social Media Savant
- Thoughtful Connector
- Always In the Know
- Bold Innovator
- True Teammate

## **Who We Are**

Our mission is to enhance the appeal, vitality, and well-being of the Hollywood Community from the ground up. We are a small but mighty team of urban place managers who dream big and get stuff done. As a member of our staff, you will receive the support of a dedicated and loyal team that is already clamoring to work with you.

## **Essential Tasks and Responsibilities**

The Content Marketing Manager will play a vital role in setting the scene in Hollywood, using the art of storytelling to elevate the destination's identity and reputation as a distinct and compelling place. In addition, they will regularly engage with neighborhood stakeholders to create connections and gather insights to better understand the community's goals and values.

- Manage the day-to-day activities and services of marketing and communication programs and vendors
- Develop and implement an editorial strategy and roadmap for content creation
- Produce accurate and compelling content for websites, blogs, social media channels, newsletters, and other publications
- Monitor industry trends, competitive landscape, and community feedback, adjusting content and the organization's marketing and communication channels accordingly
- Maximize exposure for Hollywood Entertainment District businesses and stakeholders
- Manage search engine optimization, digital partnerships, and online advertising programs
- Track and analyze content performance statistics at regular intervals, compiling reports as needed
- Formulate recommendations to executive management on communication matters
- Cultivate and maintain professional relationships with a variety of external contacts, including city staff, community organizations, stakeholders, and vendors
- Attend board and committee meetings, including occasional evening hours
- Participate in community engagement through service on a local board or committee
- Complete special projects and other duties as assigned

## **Position Specifications**

Ideal candidates will have completed a bachelor's degree and at least two years of relevant work experience. Degrees in communication, marketing, public affairs, business administration, and other related fields are preferred.

Excellent written and verbal communication skills are required.

## **Position Environment**

Hollywood is a high-energy, culturally diverse area, and the HP is a fast-paced, deadline-driven environment. The individual will interface with business and property owners, residents, community members, government staff, vendors, and professional service providers. The HP is an equal opportunity employer committed to complying with State and Federal laws, including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

## **Compensation**

Commensurate with experience and qualifications. Anticipated salary of \$75,000-\$78,000 annually plus excellent benefits package.

## **To Apply**

To apply for this position, please send a detailed resume and cover letter to [info@hollywoodbid.org](mailto:info@hollywoodbid.org). Please no phone calls or walk-ins. Position open until filled.