Manager of Digital Marketing & Content

Greater Sandusky Partnership
Sandusky, Ohio
Full-Time; Attendance at evening and weekend events required with ability to flex time

About the Organization
Greater Sandusky Partnership (GSP) is a regional chamber and economic development organization working to strengthen the economy, communities and quality of life in the region. GSP manages the Shores & Islands Ohio destination brand, connecting visitors to the experiences, attractions and communities that make our region unique. Through an integrated approach, GSP works to position the region as a vibrant place to visit, live, work and invest.

Position Summary
Reporting to the Senior Manager of Marketing Operations and working with the Director on creative direction, the Manager of Digital Marketing & Content owns the day-to-day creative execution and quality of the GSP, S&IO and Sandusky Bay Pathway (SBP) digital channels. With social media and digital storytelling as the primary focus, this role delivers an exceptional expression of each brand through polished, engaging and purposeful content. The Manager creates and publishes social content, produces and edits short form video, executes email marketing, collaborates with strategic creative partners and supports website content creation/presentation. This position translates regional stories and organizational priorities into digital experiences that build awareness, inspire action and strengthen the region's reputation as a place to visit, live, work and invest.

Key Responsibilities —

Social Media & Digital Content

- Lead day-to-day social media planning, creation, scheduling, publishing for GSP and S&O-owned social channels, within established brand and editorial guidelines.
- Serve as a digital advisor to NCYP, Destination Sandusky and Destination Huron channel owners; routine publishing remains with their teams.
- Create and edit engaging short-form videos, photography, captions, graphics and other platform-specific content; apply current social trends thoughtfully rather than chasing trends for their own sake.

- Ensure social media is a sophisticated, recognizable expression of each brand's promise, tailored to distinct audiences and designed to encourage meaningful engagement and action.
- Lead paid and collaborative social creator/influencer relationships, including content expectations, usage permissions and quality review.

Email Marketing & Digital Experiences

- Build, proof, send and maintain monthly partner and consumer newsletters, plus segmented emails for events, resources, programs and targeted audiences.
- Use editorial content provided by Strategic Communications, PR & Storytelling and other teams; own email layout, audience segmentation, quality control, testing and distribution.
- Collaborate with contracted CMS/CRM support on website content, page structure and user experience; contribute audience priorities, messaging and creative assets while supporting the contractor's page development.

Creative Content Production

- Identify photo, video and design needs; share production briefs with Marketing Operations for contractor coordination; collaborate with strategic creative partners on digital channel use.
- Develop and maintain reusable Canva templates and brand-consistent digital design assets; create routine social graphics in-house and route specialized work to contracted designers.
- Monitor reach, engagement, clicks and other channel results; recommend creative improvements and provide data to Marketing Operations for campaign measurement and evaluation.

Expected Outcomes

- Consistent, timely, polished and engaging social media.
- Reliable monthly newsletters and effective targeted email campaigns.
- A steady supply of usable photo, video and design assets.
- Digital content that is current, visually compelling, accessible and aligned with audience needs.

Qualifications

- Bachelor's degree in marketing, communications, graphic design, writing or a related field, or equivalent relevant experience.
- Professional experience managing social media channels
- Demonstrated video shooting and editing skills, especially short-form social video; portfolio or work samples strongly encouraged.
- Experience working with photographers, videographers or other creative partners.

- Strong creative judgment, copywriting, proofreading and attention to visual detail.
- Experience with email marketing platforms and basic digital analytics.
- Canva and Adobe Creative Cloud proficiency preferred but not required.
- Ability to manage competing deadlines, collaborate across departments and adapt content for distinct audiences.

Benefits

- Full-time position; compensation commensurate with qualifications and experience.
- Comprehensive benefits package including health, dental and vision insurance.
- Retirement savings plan with employer match.
- Paid time off and holidays.
- Professional development opportunities.

How to Apply

Submit a portfolio (if available), resume and cover letter to Alissa Fisher, Interim Director of Marketing and Communications, at afisher@greatersandusky.com.

The Greater Sandusky Partnership is an equal opportunity employer and welcomes applicants from diverse backgrounds. We are committed to fostering an inclusive and supportive work environment for all employees.