

Visit Pensacola Job Description

Job Title: Website Associate
Reports To: Digital Marketing Manager
Department: Marketing
Status: Non-exempt, Full-time, VP office

Position Summary

The Website Associate supports Visit Pensacola's digital marketing efforts by creating, maintaining, and improving content across the organization's digital channels. Working under the direction of the Digital Marketing Manager, this position helps ensure Visit Pensacola's websites, email communications, and digital experiences are accurate, engaging, accessible, and aligned with organizational priorities. The ideal candidate is organized, detail-oriented, enjoys writing and problem-solving, embraces new technology, and uses data to continually improve the visitor experience.

Essential Duties and Responsibilities

- Create, edit, publish, and maintain content across VisitPensacola.com and related digital properties using the content management system, including, but not limited to, landing pages, partner content, blog posts, website features, and other digital content types as needed.
- Stay informed about emerging digital trends, website technologies, and content strategies.
- Plan, build, proofread, schedule, and distribute marketing emails.
- Monitor email campaign performance and recommend improvements based on analytics, testing, and industry best practices.
- Follow email marketing best practices related to accessibility, privacy, consent, and deliverability.
- Review and maintain event listings and partner information to ensure accuracy, completeness, and quality.
- Coordinate with partners and internal staff to resolve outdated, inaccurate, or incomplete information.
- Assist with coordinating, creating, and publishing YouTube videos and Shorts as needed.
- Analyze website and content performance to identify opportunities to improve digital content, user experience, and audience engagement.
- Assist with dashboards, reporting requests, and other marketing performance measurement initiatives.

Collaboration and Organizational Support

- Work collaboratively with marketing, communications, sales, services, partnership, and leadership teams.
- Provide responsive and professional support to partners, vendors, stakeholders, and internal staff.
- Manage multiple projects while meeting deadlines and communicating project status effectively.
- Represent Visit Pensacola at meetings, partner events, and community functions as needed. Occasional evening, weekend, or travel requirements may apply.

Knowledge and Skills

Successful candidates should demonstrate:

- Strong writing, editing, proofreading, and organizational skills.
 - Experience working with website content management systems.
 - Familiarity with email marketing platforms and web analytics.
 - Understanding of SEO, accessibility, and digital content best practices.
 - Familiar with HTML/CSS.
 - Experience with basic graphic design and video editing software.
 - Strong attention to detail and commitment to producing accurate, high-quality work.
 - Ability to manage multiple priorities while meeting deadlines.
 - Strong communication and collaboration skills.
 - Ability to learn new technologies and adapt to changing priorities.
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Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree (B. A.) from a four-year College or university; or one to two years of related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Math Ability:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Development software; Design software; Internet software; Project Management software and Database software.

Certificates and Licenses:

No certifications needed

Supervisory Responsibilities:

This position does include supervisory responsibilities.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 50 pounds. While performing the duties of this Job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee is frequently required to reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; climb or balance; stoop, kneel, crouch, or crawl and taste or smell.