Tennessee Department of Environment and Conservation
Communications and Content Manager
Division of Marketing and Product Development, Parks and Conservation Bureau
Annual Salary Range: $43,560 – $69,696

About the Tennessee Department of Environment and Conservation (TDEC)
The department is responsible for:

- Safeguarding the health and safety of Tennessee citizens from environmental hazards;
- Protecting and improving the quality of Tennessee's land, air, and water
- Managing the system of 56 Tennessee State Parks and 85 Natural Areas

TDEC has 2,900 employees working across Tennessee supported by a total budget of more than $300 million with funding from dedicated fees and state parks revenue, federal sources, and the state general fund. The department is the chief environmental and natural resource regulatory agency in Tennessee with delegated responsibility from the U.S. EPA to regulate sources of air pollution, radiological health issues, solid and hazardous waste, underground storage tanks, water pollution, water supply, and groundwater pollution. TDEC has eight (8) regional offices across the state serving as the primary point of contact for their respective regions.

Summary & Distinguishing Features
The Communications and Content Manager is an Executive Service position and part of the Tennessee State Parks (TSP) and Conservation Bureau's Division of Marketing and Product Development. The Manager reports to the Director of Marketing and Product Development for Parks and Conservation and will serve as a vital team member of the Department's Marketing and Product Development team. Position requires some travel and is located in Nashville at the Wm. R. Snodgrass Tennessee Tower.

Principal Duties and Responsibilities

- Develops and executes strategic social media initiatives, including designing and managing marketing/promotional campaigns, interacting with customers in real time on various social media platforms, and integrating interactive media into the overall business strategy. Other duties include writing blog posts, monitoring brand reputation and analyzing social media results and their impact on the Tennessee State Parks brand and sales.
- Develop and implement social media strategies/initiatives for state parks and Parks and Conservation divisions which align with marketing programs and brand building. Maintains social media content calendar for Facebook, Twitter, Instagram, and YouTube. Publishes regular Blogs on Tennessee State Park website and maintains blogger partnerships to further promote awareness and information of Tennessee State Parks.

- Serves as a point of contact with TDEC's Communications' Division, providing needed information regarding Parks and Conservation programs, activities and initiatives. Serves as a point of contact with the TDEC Digital Media & Publications team providing needed information regarding Parks and Conservation programs, activities and initiatives.
- Writes, reviews and posts content for state parks website with a focus on individual parks ensuring accurate and timely updates. Provides ongoing review of site relevancy and timeliness.
- Creates an annual Parks & Conservation Calendar of Major Events that enables TDEC's Communications team to anticipate website updates, press releases, and social media postings. Updates the Tennessee State Parks' Calendar on a weekly basis in collaboration with TDEC's communications team.
- Monitors Trip Advisor, Yelp and other websites which rate and post comments on parks and provided services. Works with park management to effectively respond to customer feedback comments or concerns.

Candidates should be able to demonstrate success in the following areas:

- Exceptional business writing skills and can visualize as well as convey a message into relevant and interesting content on all social media and website platforms.
- Strong organizational skills and attention to detail with ability to manage multiple projects in a fast-paced, deadline-driven environment.
- An understanding of HTML and experience with Expression Engine content management system is desired.
- Social media marketing experience in a corporate marketing or agency marketing role. Must be fully entrenched in social media culture and understand the fine line of managing a professional, but effective social media presence.
- Social media marketing proficiency on all major social media platforms – Facebook, Twitter, YouTube and Instagram.
- Ability to quickly understand all aspects of Tennessee State Parks and develop a social media strategy to create interest and drive revenue.
- Ability to stay on top of key industry trends, competitive insights and emerging social media and marketing technologies.

Qualifications

A bachelor's degree in Communications, Marketing, Journalism or a compatible major with key focus on Digital Media. Additional degrees will be considered with appropriate experience.

All interested candidates should submit via email (**TDEC.Careers@tn.gov**) resume and cover letter to Beth Smith. Please use this email as point of contact if you have additional questions regarding the position. The position will remain posted until October 30, 2015.

Beth Smith, Director
Office of Talent Management
Tennessee Department of Environment and Conservation
William R. Snodgrass TN Tower, 22nd Floor
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Nashville, TN 37243
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