



Tampa Bay Economic Development Council Multimedia Content Manager Job Description

Department: Marketing, Communications and Research

Position: Multimedia Content Manager

Reports to: Chief Operating Officer

Status: Full-Time, Exempt

Position Summary

The Multimedia Content Manager is responsible for producing high-quality digital and video content that showcases Tampa's business growth, innovation ecosystem, and competitive advantages. This is a hands-on production role for a skilled storyteller who can independently execute projects from concept through final delivery.

The ideal candidate combines strong video production capabilities with journalistic instincts, digital writing skills, and a working knowledge of website content management. This position does not supervise staff but will collaborate closely with internal teams, Investors, business leaders, and community partners.

Core Responsibilities

Video Production & Editing (Primary Focus)

- Concept, storyboard, shoot, and edit professional-quality video content highlighting business expansions, corporate relocations, industry clusters, employer spotlights, employee spotlights, career pathways and community impact.
- Conduct on-camera interviews with executives, entrepreneurs, and public officials.
- Produce short-form videos optimized for web, social media, presentations, and events.
- Manage lighting, audio, and basic production logistics for on-site shoots.
- Maintain and organize digital media assets.

Content Development & Storytelling

- Identify compelling business and economic development stories.
- Conduct interviews and draft scripts, articles, and executive profiles.
- Translate economic data and policy initiatives into clear, engaging content.
- Support press releases and announcement materials as needed.

Website & Digital Content Management

- Coordinate with Marketing Manager to ensure that the website is updated continuously.
- Draft and publish website and newsletter content as required.
- Ensure content is aligned with brand standards and optimized for search.
- Assist in maintaining a consistent content calendar.

Organizational Support

- Collaborate with marketing, research, and business development teams to support strategic initiatives.
- Stay current with evolving multimedia trends and digital best practices.

Qualifications

- Bachelor's degree in Communications, Journalism, Marketing, Film/Media Production, or related field.
- 3–5 years of professional experience in multimedia production, journalism, digital marketing, or related field.
- Strong proficiency in Adobe Creative Suite
- Demonstrated experience in video shooting and editing.
- Experience with storyboarding and scriptwriting. Podcasting a plus.
- Experience working with CMS platforms – WordPress required.
- Strong writing and interviewing skills.
- Ability to manage multiple projects and meet deadlines.
- Experience working in economic development, government, nonprofit, or business communications is preferred but not required.

Key Competencies

- Strong design sensibilities and visual storytelling ability.
- Self-starter who can execute projects independently.
- Detail-oriented with high production standards.
- Professional presence when interacting with business leaders.
- Organized and deadline-driven.

What Success Looks Like in This Role

- Consistent production of high-quality, engaging video and digital content.
- Increased visibility of regional business success stories.
- On-time execution of multimedia deliverables tied to strategic initiatives.
- Strong collaboration with internal and external stakeholders.

Why Join the Tampa Bay EDC?

This role offers a rare opportunity to shape the narrative and digital presence of a dynamic region at a pivotal time for economic growth. You'll work on diverse, visible projects that

support business attraction, talent development, and long-term prosperity. This position is a showcase for your skills and because of Tampa Bay's increasing international visibility, will give you the chance to build an incredible portfolio of work promoting one of the top business destinations in America.

###