



Job Title: Social Media Coordinator

Reports To: Vice President Marketing Communications

Job Summary: The Social Media Coordinator is responsible for managing and supervising various communication initiatives as it relates to promoting the mission of Destination Ann Arbor in areas of social media, content creation, and other communications projects. Please submit cover letter, resume and salary expectations to HR@annarbor.org.

Duties include but are not limited to:

Social Media

- Serve as the lead social network administrator for Destination Ann Arbor’s social media presence including Facebook, Instagram, Pinterest, LinkedIn, TikTok, Twitter, and YouTube.
- Develop and implement social media content to post to all social media outlets for both the Destination Ann Arbor and Ypsi Real brands, per the Social Media Content Calendar.
- Produce video content for Instagram Stories and Reels, Tik Tok videos, and other short form videos for social media and marketing purposes.
- Supervise and execute the monthly budget for social media boosted posts.
- Spearhead the solicitation of photo permissions through CrowdRiff to build our User Generated Content photo library.
- Manage relationships with our followers on all social media accounts, engaging with users, answering questions, and providing value.
- Create content for blogs, news articles, newsletters and other writing projects as assigned.
- Manage software platforms like the User Generated Content Gallery and social media management platform Hootsuite or Sprout Social.
- Familiarity with analyzing social media metrics in order to make strategic data-driven decisions on content, posting, etc.

Content Creation and Management

- Create and/or facilitate content for blogs, news articles, newsletters and other writing projects as assigned.
- Utilize Canto and other digital asset management tools to properly store, edit, and name photos and videos.
- Additional projects such as photo shoots, influencer trips, and other marketing projects as assigned.
- Oversee our program with Threshold 360 to create virtual tours of meeting facilities, hotel venues, sporting facilities, and more.



Education, Experience and Skills

- Two- or four-year degree, or equivalent work experience, with experience equal to three years or more of social media management in tourism, hospitality sales, marketing or public relations. Emphasis will be placed on those who have worked with the promotion of tourism and those who have social media marketing experience.
- Demonstrated skills with managing a corporate social media presence for an organization, including attaining business goals, growing the community, creating content and other key objectives.
- Working knowledge of Hootsuite, Facebook Page Insights, Facebook Business Manager and other digital and social network platforms.

Management reserves the right to change or modify job duties and descriptions at any time without notice. The above-mentioned descriptions are not intended and should not be construed to be exhaustive lists of all responsibilities, skills, efforts and/or working conditions associated with the job position. They are intended to be reflections of the principle job elements essential for that position and at any time, without notice, the position can incur additional responsibilities, which pertain to the success of the Destination Ann Arbor.

Destination Ann Arbor is an equal opportunity employer

For consideration, please send a cover letter with salary expectation and a resume to: HR@annarbor.org