



Job Title: Social Media Manager
Department: Marketing
Work Location: 2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815
Salary Range: \$55k - \$75k Annually
Reports To: Director Social Media

SUMMARY

Manages the day-to-day social media efforts for all Hawai'i Tourism US social channels (Facebook, TikTok, X, Pinterest, YouTube etc.) Manages social duties for HTA's global support services contract. Work with HVCB's social media agency and branding, media, and PR agencies Executes assigned areas of responsibility independently.

ESSENTIAL DUTIES AND RESPONSIBILITIES Perform other related duties as assigned or deemed necessary.

GENERAL

- Maintain the Hawai'i brand across all developed content
- Manage assigned HTA social media projects such as video/photo shoots.
- Manage and review content for various projects such as but not limited to social media content and native media content.
- Participate with the larger marketing team in conceiving and providing guidance/strategy on new creative campaigns.
- Continually analyze and assess trends in the overall production and content development industry and propose innovative marketing solutions over both a short-term and long-term basis.
- Produce required and analytics reports.

SOCIAL MEDIA

- Manage monthly social media content calendar and direct content editor (at social agency) on content strategy
- Manage and coordinate projects with Global Marketing teams
 - Assist with crisis communications internal and external teams
 - Manage Podio, project management tool
 - Manage Sprout Social; social marketing management tool - Review and approve content submitted by global teams
 - Manage TINT tool - review and approve user generated content for use on Hawaiian Islands social channels and GoHawaii website
- Stay current on platform updates and communicate pertinent information to global teams

WEBSITE/APP

- Manage websites and app developer contractors
- Manage and coordinate projects with island chapters and HTA Global Marketing teams
 - Assist with crisis communications.
- Perform other social tasks and duties as assigned or deemed necessary

EDUCATION and/or EXPERIENCE

- Bachelor's degree from accredited college/university; and/or 2-3 years related experience and/or training; or an equivalent combination of education and experience is required, preferably in digital marketing or communications.
- Knowledge of the Hawaiian Islands, Hawaiian culture and 'Ōlelo Hawai'i are preferable.

- Must possess the ability to work in a challenging environment, be able to prioritize tasks, manage multiple tasks simultaneously, and adhere to tight deadlines. Meticulous.
- Experience in creating social media strategies
- Knowledge of best practices for social media platforms such as Facebook, Instagram, X, LinkedIn, Pinterest, TikTok, YouTube, etc.
- Strong critical thinking and writing skills, understanding of digital and social marketing best practices and platforms and is enthusiastic about design and innovative marketing technologies.
- Must be able to effectively communicate, both verbally and in written format and be able to respond to questions from co-workers, members, clients, and the public. Possess the skills to effectively present and communicate information in written form via reports and business correspondence.

OTHER QUALIFICATIONS

- Must have analytical skills to accurately perform computations.
- Analytical skills are also applicable toward spreadsheet tasks.
- Microsoft Office (e.g., Word, Excel, PowerPoint, Outlook for Email); strong knowledge and proficiency using desktop publishing (e.g., Photoshop) and digital files required.
- Proficiency in social media management tools such as Sprout Social a plus.
- May require infrequent business travel to neighbor islands.
- Access to personal automobile, valid driver’s license and current auto insurance required.

WORK ENVIRONMENT

- While performing the duties of this job, the employee works in an air-conditioned office, performing light physical work, including reaching, kneeling, lifting to 25 pounds

COMPANY BENEFITS:

Medical, Dental, and Vision Insurance	Paid Time Off
401 (k) Plan + Company Match	Safe Harbor Contribution
Paid Life Insurance	Paid Parking

The above information in this description has been designed to indicate the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description