



Job Title: Social Media Manager
Department: Hawai'i Visitors & Convention Bureau
2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815
Reports To: Senior Director, Digital Marketing
FLSA Status: Exempt

Position Summary

The Social Media Manager is responsible for developing and executing compelling social media strategies that attract mindful travelers and promote regenerative, respectful, and ethical tourism behavior in the Hawaiian Islands. This team member collaborates with internal teams and HVCB's Social, Brand, Media, and PR agencies, as well as the local content creator community. Through engaging content, community building, and partnerships, this team member plays a crucial role in encouraging visitors to experience the beauty of Hawai'i while respecting and preserving its unique culture, environment, and communities. The Social Media Manager requires an understanding of Hawai'i's culture and values. 'Ōlelo Hawai'i speaker a plus.

Essential Duties and Responsibilities

The following is a list of specific duties and responsibilities expected of the candidate:

- Manage social media agency
- Oversee monthly social media content calendar and direct content editor (at social agency) on content strategy
- Manage and align social content review process with HTA, island chapter and brand teams
- Oversee agency community management on each owned social channel
- Organize social alerts for crisis communications with internal teams, HTA and GMTs
- Manage social influencer visits with social media agency team
- Manage and coordinate social content shoots
- Responsible for working in conjunction with various departments on PowerPoint presentations
- Prepare and deliver various social media reports for HTA and departments.
- Manage social budgets. Process invoices, expense reports, accrual reports, updated budget reports.
- Manage paid social media initiatives as needed
- Perform other tasks and duties as assigned or deemed necessary

Education and/or Experience

- Social media management experience
- Bachelor's degree from an accredited college/university or equivalent work experience
- Understanding of Hawai'i's culture and values. 'Ōlelo Hawai'i speaker a plus
- Ability to speak clearly, pleasantly and with good diction. Must be courteous and tactful in dealing with the public and personnel in various agencies; be diplomatic and have project the "Aloha Spirit"
- Must be self-directed with the ability to manage multiple projects concurrently. Must have excellent organizational skills and be able to prioritize tasks
- Must be able to work collaboratively within and across teams without supervision
- Ability to understand and carry out oral and written instructions, deal with daily office operations/situations, cooperate and get along well with others
- Prior experience working in fast paced environment and meeting tight deadlines required
- Must possess extensive knowledge and experience of Hawai'i's visitor industry and distribution system and State government

Other Requirements

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, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MATHEMATICAL/TECHNICAL KNOWLEDGE

- Analytical skills to accurately perform computations
- Computer skills required in the following software: MS Office, MS Teams, Google Workspace, knowledge of social media enterprise tools helpful
- Intermediate to advanced computer application skills in Microsoft Office (e.g., Word, Excel, and PowerPoint) and other social media management software such as Sprout, TINT, etc.
- Intermediate to advanced creative writing skills

PHYSICAL REQUIREMENTS:

- Will occasionally need to lift and carry items weighing up to twenty-five pounds
- Prolonged periods sitting at a desk and working on a computer

TRANSPORTATION/TRAVEL:

- Access to automobile, valid driver's license and current auto insurance required
- May require business travel to the neighbor islands

Work Environment

Normal air-conditioned office conditions.

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.