

IGLTA Social Media Manager

About IGLTA

IGLTA, the International LGBTQ+ Travel Association, was founded in 1983 and is the world's leading network of LGBTQ+ welcoming tourism businesses. We provide free travel resources and information while continuously working to promote equality and safety within LGBTQ+ tourism worldwide. IGLTA's members include LGBTQ+ friendly accommodations, transport, destinations, service providers, travel advisors, tour operators, events and travel media located in 80 countries.

We warmly welcome applications from individuals belonging to marginalized communities. We recognize that these groups may sometimes hesitate to apply if they don't meet every listed requirement. Your unique perspectives and experiences are incredibly valuable to us. We aim to build a diverse and inclusive team that celebrates a range of backgrounds and talents. Don't let a perceived gap in qualifications hold you back. We're interested in your potential and the contributions you can bring to our team.

Position Description

IGLTA is seeking a dynamic, detail-oriented and creative individual to join our team as a Social Media Manager. This remote, full-time position (40 hours per week) requires a candidate with a passion for LGBTQ+ travel, exceptional social media expertise and strong content creation skills. The ideal applicant will be responsible for developing and implementing social media strategies across various platforms, promoting engagement and managing social media accounts for both the Association and the IGLTA Foundation. Candidates should also demonstrate a high level of self-motivation and the ability to work autonomously within the Communications Team.

Key Responsibilities:

- **Development and Implementation of IGLTA's Social Media Strategy:**
 - Develop and implement brand strategy for IGLTA's social media to increase visibility, engagement, and community.
 - Manage, curate and schedule content across major social channels, including Instagram, Twitter, Facebook, and LinkedIn.
 - Development of short-form video strategy, including adding IGLTA to TikTok
- **Creation of Engaging Content:**
 - Design and create engaging visual and textual content aligned with IGLTA's brand identity.
 - Collaborate with the Communication / Marketing team to develop visually appealing materials.

- **Monitoring and Analysis:**

- Monitor social media metrics to assess performance and identify improvement opportunities.
- Utilize insights to inform strategic and tactical decisions.

- **Campaign and Partnership Management:**

- Collaborate with internal and external teams to plan and implement promotional campaigns.
- Manage partnerships with influencers and other organizations to expand IGLTA's reach and influence.

- **Response and Engagement:**

- Actively monitor and respond to community comments, questions, and interactions.
- Promote user engagement through initiatives and contests.

Qualifications:

- Proven experience in managing social media accounts, preferably in the tourism or entertainment sector
- Outstanding copywriting skills
- Video storyboarding, production, and editing experience
- Strong eye for aesthetics
- Graphic design experience (Adobe Creative Cloud, Canva)
- Ability to follow brand guidelines for both voice and visuals
- Video storyboarding, production, and editing experience
- Knowledge of the latest trends and best practices in social media
- Analytical skills to interpret social media data/knowledge of GA4
- Familiarity with LGBTQ+ tourism and a passion for promoting inclusive travel
- Degree in Marketing, Communications, or a related field
- Experience with scheduling platforms, ie Hootsuite
- Knowledge of Crowdriff a plus
- Bilingual a plus

Benefits:

- Opportunities for professional growth and development
- Dynamic and inclusive work environment
- Involvement in meaningful projects within the LGBTQ+ sector
- Flexible and remote working environment
- Being a part of a globally recognized organization
- Opportunities for domestic and/or international travel

How to apply for this position

IGLTA is an equal opportunity organization and encourages applications from people regardless of their race, ethnicity, age, sex, sexual orientation, gender identity, gender expression, religion, marital status, immigration status, veteran status, or disability. IGLTA has a Global Operations Team with virtual offices in 12 countries. This position is home-based and includes some travel. It is a full-time position in a small staff “hands on” environment. If you are interested in applying for this position, please submit your resume and a cover letter via our [Careers page](#) here. This application closes on February 1, 2024.

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