



JOB POST: SOCIAL MEDIA MANAGER

May 2024

VISIT Lake Geneva – Lake Geneva, Wisconsin’s premier destination marketing organization and chamber of commerce – is looking for an energetic, creative, and community-minded achiever to join our marketing team as a Social Media Manager. The position offers a unique opportunity to pursue a career in a world-class resort destination known as “the Hamptons of Chicago” while working in a fun and inspiring environment. If you’re a social media expert and a passionate storyteller, this position is for you.

POSITION SUMMARY

Under the guidance of and in collaboration with the Vice President of Marketing (VP), the Social Media Manager serves as the voice for VISIT Lake Geneva’s social media channels by developing and executing an organic social media strategy. This person is responsible for producing original and captivating content in visual and written form that aligns with VISIT’s marketing and communications strategies and engages potential and repeat visitors to discover the greater Lake Geneva region.

ESSENTIAL RESPONSIBILITIES

- Develop and execute an annual social media strategy based on destination brand, seasonal themes, and key goals.
- Create original digital assets emphasizing dynamic video and photography that capture the authenticity and vibrance of the Lake Geneva region.
- Write, design, edit, and publish compelling social media content reflective of VISIT’s brand message. Ensure content is representative of and speaks to diverse populations.
- Edit photos and videos appropriately for social media content and general asset library.
- Daily management of organic content and engagement across all social channels, including monitoring post activity, engaging with Partner brands, and responding to inquiries.
- Develop and maintain a content calendar consistent with social media brand and overall marketing objectives.
- Monitor community and Partner social activity for timely and relevant sharing or promotional opportunities.
- Prepare monthly analysis of performance insights for all social channels and provide recommendations for social media strategy and marketing efforts.
- Maintain an ongoing knowledge base of social media trends, best practices, and innovations, including current and emerging social platforms.
- Track Partner social media mentions in CRM.

- Manage Partner social media co-op buys including building and boosting posts, and insights reporting.
- Assist VP with monitoring influencer content and help to identify content collaboration opportunities.
- Assist marketing team with digital asset management system and processes.
- Contribute ideas and solutions for marketing and communications strategies, content calendars, and campaigns.
- Assist and support VP and CEO with special projects as assigned.

COMPETENCIES

- Proven work experience with key social media platforms (Facebook/Instagram/X/LinkedIn/YouTube/TikTok) including strategic planning and organic development.
- Demonstrated proficiency in videography/photography and editing.
- Ability to produce original and compelling creative content with high attention to detail.
- Experience with social media scheduling platforms and CMS/CRM systems a plus.
- Proficiency in Office 365 and Google products.
- Excellent oral and written communication skills.
- Strong organizational, problem solving and analytical abilities.
- Ability to work independently and in team environments.

EDUCATION & EXPERIENCE

- Bachelor's degree in Marketing, Communications, or related field, or Associates degree with a minimum of one year of relevant work experience.
- Minimum two years of social media management experience.

SPECIAL REQUIREMENTS

- Position is onsite; office located in Lake Geneva, Wisconsin.
- Typical office hours Monday through Friday, with flexibility to meet job requirements.
- Flexibility for some remote working.
- This role combines desk work and hands-on work that requires time moving about in both indoor and outdoor settings.
- We strive to provide an inclusive, accessible workplace and encourage communication of necessary accommodations to remove barriers to employee success.

SALARY & BENEFITS

- Full-time, exempt position
- Health, dental, vision, and disability insurance
- Paid vacation, sick leave, and holidays
- Simple IRA match program
- Monthly phone allowance

TO APPLY

- Submit your resume and salary requirement to: visitlakegenevmarketing@gmail.com.