

NEW ORLEANS COMPANY

POSITION TITLE: SOCIAL MEDIA CONTENT CREATOR

DEPARTMENT: MARKETING

ACCOUNTABLE TO: DIRECTOR OF EDITORIAL & CONTENT MARKETING

STATUS: FULL-TIME, EXEMPT

Primary Objective of the Position:

Support the Senior Manager of Social Media in content ideation, content development and creation, live event coverage, social content calendar management, crisis response, performance reporting, and internal briefing.

Major Areas of Accountability:

Content Ideation

- Provides content suggestions for social channels content based on the editorial calendar, reports/past performance data, trends, and insights from social listening
- Makes recommendations for creating content that aligns with the department's goals and objectives

Content Creation

- Manages and maintains a structured social content calendar for both production and publishing under the direction of the Senior Social Media Manager.
- Drafts and publishes approved content across all major social media platforms natively and via social media management platforms like Sprout Social and Later.
- Sources UGC as needed and manages relationships with original content providers/owners.
- Supports live event coverage on social as needed.
- Assists with creation of content and monitoring of conversations related to crises and any major issues that could potentially impact brand.

Social Reporting and Internal Briefing

- Creates social performance reports based on primary KPIs and benchmarks, as determined by the Senior Manager of Social Media.
- Works with Senior Manager of Social Media to identify actionable insights and key findings from social performance reports to help guide content strategy.
- Coordinates and leads regular briefings with content team on social performance.

Ideal Traits:**Social and Culture**

Consistently up to date on industry news, trends and best practices and is excited by them.

Strong understanding of best-in-class social marketing.

Constantly seeking opportunities to test something new.

Culture junkie – always knows the latest meme trending on social and its larger impact.

Loves all things NOLA and has a strong understanding of what makes the city unique.

Loves immersing themselves in the consumer experience.

Innovation

Takes an innovative approach to problem solving.

Manages up to identify problems and bring solutions.

Self-motivated with a can-do attitude.

Cross-team collaborator and communicator.

Strong project management and organizational skills.

Education and/or Experience:

Bachelor's degree or equivalent from a four-year college or technical school; and one to two years related experience and/or training or equivalent combination of education and experience.

Computer Skills:

Must be proficient in all major social media platforms, and in Microsoft or similar. Knowledge of spreadsheets and database programs, desired.

Language Skills:

Possess excellent verbal and written communication. Ability to read and interpret documents and to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

Physical, Mental & Environmental Demands:

While performing the duties of this job, the employee is regularly required to sit; and use hands to finger; reach with hands and arms; and talk or hear. The employee is required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception. Must be able to travel by airplane and operate a vehicle.

The working environment is typical for an office and does not require exposure to difficult or hazardous conditions. This position will require some weeknight and weekend assignments, often on location. Ability to travel including overnight stays. Must work well in a team environment.

Disclaimer Statement:

The above is intended to describe the general content of and requirements for performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

Responsibility for Work of Others: None

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