

NEW ORLEANS COMPANY

POSITION TITLE: SOCIAL MEDIA COORDINATOR

DEPARTMENT: MARKETING

ACCOUNTABLE TO: DIRECTOR OF EDITORIAL & CONTENT MARKETING

STATUS: **FULL-TIME, EXEMPT**

Primary Objective of the Position:

Support the Manager of Marketing by responding to social media comments and questions, and creating, developing, managing social media content across all platforms for New Orleans & Company.

Major Areas of Accountability:

Page & Account Management

- Can confidently publish content across all major social media platforms natively and via a social media management platform like Sprout Social, Later, and Hootsuite.
- Has a history of growing social media profiles / accounts.
- Comfortable responding to fans via responsive messaging.
- Ability to identify response opportunities on social and possess intuition of when to escalate / engage further.

Social Reporting

- Knowledgeable of social metrics across platforms and where to find them.
- Understanding of what social listening is, how to do it, and how to glean insights from it.
- Knows how to inspire creativity and inform future content using data.

Community Management

- Publishing
- Responsive messaging
- UGC Sourcing and Management
- Community Building

Content Ideation

- Ability to convert ideas into action
- Content calendar management
- Issue and crisis escalation
- Reporting
- Social listening
- Consulting on Best Practices

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:

Possesses excellent verbal and written communication. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

Mathematical Skills:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret graphs.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instruction furnished in written, oral, diagram, or schedule form.

Physical Demands:

While performing the duties of this job, the employee is regularly required to sit; and use hands to finger, handle or feel objects, tools, or controls; 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.

Work Environment:

The working environment is typical for an office and does not require exposure to difficult or hazardous conditions. This position will require 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

New Orleans & Company provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state and local laws. New Orleans & Company complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.