



Reading & Berks County
Pennsylvania's Americana Region

Title: Marketing/Social Media Guru
Reports to: President/Marketing Director

Want to be our guru? You must be creative, like to have fun, get down to serious business and love to build relationships. We need you to be familiar and follow the arts, entertainment, outdoor recreation and culture of Berks County to develop content around events and posts.

Ultimately, you are responsible for marketing efforts that will increase brand and destination awareness among visitors and locals. Your job will be to create positive results and conversions that include increased numbers of followers, website clicks, engagement, email open rates, brochure requests, newsletter signups, shares of information and views of marketing materials. You must be able to work independently receiving direction from the Marketing Director and the President. Your main gig is supporting digital and social media development, content creation, video content creation and posting, and photography as well as provide analytic reports on all. You will provide support to our Marketing Manager in various other ways; i.e. proofreading, brainstorming, content writing for blogs, print materials, etc, and other duties.

Essential Job Functions:

- Excellent creative writing skills. Very deadline oriented.
- Management of all organic and paid digital and social media campaigns (Facebook, Instagram, Constant Contact and Google). Familiar with Facebook and Instagram backend processes.
- Create content for social media, blogs, email, print, and other marketing efforts.
- Update, follow, and refresh the editorial calendar.
- Timely, daily scheduling, upload and organization of fresh content onto platforms including but not limited to Facebook and Instagram. This includes writing compelling descriptions, picking images and selecting useful tags to optimize SEO returns.
- Review and evaluate comments and engagements and maintain an active positive online presence for the organization.
- Support, building and scheduling the monthly partner and visitor email blast in Constant Contact or Mail Chimp.
- Review and compile analytics for multiple platforms on a monthly basis for reporting plus analysis for improvement.
- Create strong relationships with our partners.



Minimum requirements:

Bachelor's degree with 2 years of work experience or 4 years of work experience in digital media, marketing or communications preferably in the tourism field but not required.

Abilities required:

Willingness and ability to take direction in a concise and courteous manner, ability to organize and prioritize multiple projects, acute attention to detail, grammar, and spelling, ability to process information with speed and accuracy, ability to conceptualize campaigns, ability to work as part of a team.

A plus:

SEO certified
Google Analytics knowledge

Personal qualities:

Friendly, flexible, creative, open-minded, non-judgmental, forward-thinking, detail-oriented, and strong multi-tasker.

Helpful experience:

Microsoft Office, all social media platforms and their management, Constant Contact or Mail Chimp. Strong photographic and tech abilities.

Salary: Based on experience

Benefits:

- Medical, Long Term Disability, Life Insurance, Dental and Vision
- 401K match
- Paid Vacation, Sick Leave and Personal Time

Inquiries/resumes to: info@visitpaamericana.com

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed and as the scope and mission of the organization transitions over time.