

Visit Pensacola

Job Description for Social Media & Content Associate

Job Title: Social Media & Content Associate
Reports To: Marketing & Communications Manager
Department: Marketing
Status: Non-Exempt, Full Time, VP office
Salary Range: \$35K - \$45K

Summary: This position reports to the Marketing & Communications Manager and is responsible for all social media accounts/channels for Visit Pensacola.

Essential Duties and Responsibilities include the following:

Implement organic social media content for Visit Pensacola platforms. This includes but is not limited to Facebook, Twitter, Instagram, Instagram Stories, Pinterest, YouTube, CrowdRiff, and LinkedIn

- Manages and analyzes social media content, both paid and organic. Makes recommendations to both Showcase Pensacola and Visit Pensacola on improved content and practices.
- Manages content strategy and development for social media, including but not limited to User-Generated Content (UGC), produced, live, and on the ground coverage.
- Ability to understand historical, current, and future trends in the digital content and social media space
- Uses social media listening to monitor critical and trending issues
- Content planning + development
- Answers comments and direct messages
- Uses social listening to tune into current conversations
- Digital Strategy
- Copywriting and messaging
- Scheduling
- Scouts and engages with social influencers and partners
- Engages with followers through likes, comments, and shares
- Works with Visit Pensacola and any of its contract agencies on social media strategy and development
- Knowledge and experience in media production and content management applications such as Canva, Lumen5, etc
- Knowledgeable in content creation for industry trends, including but not limited to Instagram reels and stories, gifs, and live streaming

Work with Digital & Creative Associate on content development/management of assets

- Content planning and strategy for photo and videos
- Photo library organization
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Photography
- Versed in Adobe suite
- Knowledge in publishing platforms such as Sprout Social, Hootsuite, etc

Assists Partner Relations Manager

- Works with the sales and services team to engage with all partners across social media. This may include but isn't limited to on the ground coverage such as Instagram stories / Facebook lives and produced content
- Logs and reports on all partner engagements with the CRM database

Participate as a representative at various meetings, receptions, and events during regular business hours and occasional evenings and weekends.

All other duties as assigned.

Career Ladder:

This position could lead to a Marketing & Communications Associate or Marketing & Communications Manager position within Visit Pensacola.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify plans; Applies design principles; Demonstrates attention to detail.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem-solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes tasks on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Team Work - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Delegation - Delegate's work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership - Exhibit's confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Gives appropriate recognition to others; Displays passion and optimism; Mobilizes others to fulfill the vision.

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Change's approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity - Meets productivity standards; Completes work in a timely manner; Strives to increase productivity; Works quickly.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree (B. A.) from four-year College or university; or five to seven years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or business community members. Ability to write speeches and articles for publication that conform to prescribed style and format.

Math Ability:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

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 instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Development software; Design software; Internet software and Project Management software.

Certificates and Licenses: No certifications needed

Supervisory Responsibilities:

This Job does include supervisory responsibilities.

Work Environment:

The work environment characteristics described here are representative of those an employee

encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. While performing this job's duties, the employee is regularly required to stand; walk; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to sit, reach with hands and arms and stoop, kneel, crouch, or crawl. The employee is occasionally required to climb or balance and taste or smell.

Activity Measures:

Key Performance Indicators (KPI) will be defined for each staff position and reviewed with the employee to establish priorities and measure success.