

Job Title: Social Media Manager

Job Category: Marketing

Reports To: CMO

Summary:

We are looking for a Social Media Manager who can enhance our brand and build strong online communities through our various social media platforms. The Social Media Manager will be responsible for developing and administering social media content that is designed to engage users and create an interactive relationship between consumers and the destination. The successful candidate will also be required to collect and review social media data to develop more effective campaigns. The Manager is responsible for tracking and reporting all social media outreach, requests, and results, managing media stats both for the overall pages and for regional breakdowns. Critical to this role is building and sustaining excellent relationships with members in the business community, tourism industry professionals, vendors, partners, as well as regional media partners. The Manager will also be the owner of the Annual Content Calendar and assisting with the following media assets as it relates to social media (e.g., for images, b-roll, influencers and story ideas). The Social Media Manager supports the CMO in all areas of Social Media delivering our brand and positive media coverage as a must-see destination.

Duties & Responsibilities:

Creates a monthly content calendar that covers a detailed plan across the company's social channels. This calendar is maintained 2-3 months ahead of time, to schedule the appropriate content across all channels as it relates to Social Media Posts and networks.

Monitors comments and posts daily on social media channels, engaging audiences through a wide range of social media activities and location-based marketing applications primarily Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts.

Monitor social media conversation to create monthly reports that show growth, engagement levels. Coordinate, track and develop monthly marketing department reports using a dashboard/analytics application. Keeping track of stats and spends as it relates to each of our regions.

Stay current and knowledgeable with social media research innovations.

Coordinate marketing/promotional campaign needs by arranging participants, collecting necessary elements, and ensuring execution with vendors.

Assist the CMO as needed with advertising and marketing campaigns as well as other marketing duties.

Assist with pushing media and public relations related content and stories and monitoring social channels for public relations related materials from our members.

Draft, under the guidance of the CMO, creation of video content, Stories, Live Segments, and any other new content needed for our social channels.

Assist team with uploading photos and b-roll for our website and social pages. While maintaining the social outings spreadsheet to keep track of any needed photos for our members to plan our social trips and posts accordingly.

Create shortened links for Social Media Posts.

Assist with PR ranging from HARO, FAM Tours, travel writers, influencers, and all other PR needs as directed by CMO and/or Public Relations Director.

All other duties as directed by supervisor.

Requirements:*Knowledge Required:*

A bachelor's degree in journalism, communications, public relations, or related field from a four-year college or university.

3+ Years' Experience with all social media channels including social media advertising (Facebook Experience Required)

Preferred Certifications:

Facebook Media Planning and Media Buying Professional.

Facebook Certified Ads Product Developer

Proficiency in Outlook, Word, Excel, and PowerPoint. Knowledge of HTML editing and Adobe software including Photoshop, InDesign, and Illustrator a plus.

experience Required:

Exceptional writing and editing skills; excellent oral communication/presentation skills. Knowledge of Associated Press style guides, grammar, punctuation, and spelling, as well as new-media writing.

Demonstrated ability to prioritize, negotiate and conceive/create new ideas in a high-pressure environment. Must be extremely well organized and capable of handling multiple projects simultaneously. Proven ability to meet deadlines.

Excellent interpersonal and communication skills (written and verbal) to interact with the media, the public and all levels of employees and management.

Experience planning and coordinating events, tours and/or itineraries.

Self-direction and the ability to exercise independent judgment and meet performance standards with only limited supervision.