



## Visit Salt Lake Job Posting

**Posted Date:** September 25, 2020  
**Job Title:** Social Media Manager  
**FLSA:** Full-time, Exempt  
**Reports to:** Director of Digital & Interactive Marketing  
**Department:** Marketing

### Primary Responsibilities

Manage the day-to-day operation of Visit Salt Lake's social media outreach. This position will work under the guidance of the Director of Digital & Interactive Marketing along with the VSL Marketing department to create, promote and grow the destination appeal of Salt Lake as a destination for visitors through organic and paid social media marketing promotion. This position will work to align strategy, engagement, conversion and measurement for all social media efforts and develop relationships with media representatives to generate positive awareness and buzz about Salt Lake.

### Job Duties

- Oversee day-to-day organic social media operations including, posting content, content curation, developing strategy and cadence, organizing campaigns, and working with other internal teams for Visit Salt Lake.
- Strategize, create and manage all paid social ads across 3 separate platforms (Facebook, Instagram and Pinterest).
- Optimize VSL's paid social ads in Facebook Ads Manager through targeting and audience research
- Daily monitoring and optimization of organic and paid social ad campaigns for best ROI.
- Measure sentiment (good, bad, neutral) around our brand ads & social comments.
- Report on social channel performance to internal teams to help guide content and channel strategy.
- Strategically plan campaigns to boost engagement, reach and impressions across all organic channels.
- Social listening to conversations about other destinations & marketing campaigns in order to find ways we can improve our strategies.
- Oversee all social media influencer outreach, campaigns and execution. Including establishing key influencers in our industry and beginning to create brand advocates.
- Find & schedule all 3<sup>rd</sup> party content posts as well as curate UGC images for web and kiosks needs.
- Stay up-to-date on social media trends from Twitter, Facebook, YouTube, Instagram, Tik Tok and any emerging channels.
- Work with Director of Digital & Interactive Marketing to analyze Google Analytics to optimize social referral traffic for both organic and paid social programs.
- Daily engagement across social media with community partners, business and visitors through liking, commenting and sharing.

- Manage tagged photos and mentions of our brand to make sure they are appropriate and on brand to show on our profiles.
- Create UTM tracking links for every organic social post, based on channel and date.
- Other duties as assigned

### **Working Relationships**

Reports directly to the Director of Digital & Interactive Marketing

### **Qualifications**

- Bachelor's Degree in digital media, marketing, communications or related field.
- A minimum of two years public relations/communications experience, social media community management or a related field.
- Experience in tracking and analyzing key social media elements such as engagement and sentiment.
- Strong working knowledge of various social media networks, including Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube.
- Some travel is required throughout the year and community management will require work on some evenings and weekends, as will responding to community members, issues and events outside of traditional work hours.
- Must have a passion for Salt Lake and be knowledgeable of its history, culture, attractions and destination assets. Must possess a willingness and enthusiasm to learn and collaborate with destination partners.
- Strong and consistent organizational skills, and ability to prioritize activities.
- Excellent written and oral communication skills.

### **Application**

Submit cover letter, resume, and salary history/requirement to:  
Steve Gertsch, Visit Salt Lake [hr@visitsaltlake.com](mailto:hr@visitsaltlake.com)

***Final candidates will be subject to a background and reference check. E/O/E***