

Social Media & Destination Content Manager

Reports to: VP, Destination Marketing & Communications

Classification: Exempt

Seattle Southside Regional Tourism Authority (RTA)

JOB SUMMARY:

Organize the creation, branding, design and management of media, marketing materials, advertising/promotion and online presence in support of Seattle Southside's mission to promote leisure and group travel. The position promotes and develops innovative online content. Responsible for management of social media programs, website content, database management, Seattle Southside blog content, e-newsletter outreach, content for press releases, community outreach for programming/information gathering for online and print information sources. Provides support for the Destination Marketing & Communications Department, including media and public relations efforts.

Essential Functions:

1. Research, write and maintain fresh content on Seattle Southside's websites and microsites.
2. Research, write and maintain creative, effective advertising copy within deadlines.
3. Research, draft, update and edit marketing and communications materials including copy for official publications, projects, e-newsletters and press releases.
4. Manage Seattle Southside's B-roll and image library.
5. Regularly plan and optimize content for social media accounts.
6. Enhance Seattle Southside's presence in social media channels:
 - a. Manage day-to-day postings of events and promotions and monitoring Seattle Southside's Facebook page and Twitter account;
 - b. Monitor tweets and engage in twitter conversations to promote events, promotions, cultural happenings and travel to Seattle Southside;
 - c. Manage Seattle Southside's YouTube page by identifying, supporting creation of and posting appropriate videos;
 - d. Maintain content for Seattle Southside's LinkedIn page by posting press releases, industry news and monitor member forum;
 - e. Create and manage content for Seattle Southside's Instagram and Pinterest accounts.
7. Develop reports on social media content performance, and identify opportunities to improve the experience and increase engagement.
8. Monitor emerging social media strategies and platforms.
9. Advise on paid media campaigns to align with brand-wide marketing.
10. Aggressively analyze social media results on a daily, weekly, monthly and annual basis against benchmarks to identify relevant business insights.
11. Apply best practices in social search, content tagging and metadata strategies to enhance content relevance and social channel impact.
12. Ensure high quality communication and best-in-class tactical execution at all times.

13. Provide administrative support for marketing and communications team by assembling and maintaining press kits, assisting with travel arrangements, maintaining contact databases and media lists, researching and responding to media inquiries as needed.
14. Handle special projects and other duties as assigned.

Experience and Skills Required:

1. Excellent verbal and written communication skills.
2. Fully versed in SEO best practices and analysis of web and social media channels. Deep knowledge of primary social platforms (i.e. Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, etc.) including new and emerging technologies.
3. Energetic self-starter with good interpersonal and collaborative teamwork skills. Positive attitude and is self-directed, able to see and understand the big picture while remaining focused on completion of day-to-day details.
4. Proven experience with web analytics, Customer Relation Management (CRM) and marketing automation platforms.
5. Compile and maintain complex records, prepare reports and other work products accurately.
6. Analyze situations/priorities carefully and adopt appropriate and effective courses of action.
7. General knowledge of public relations.
8. Able to identify digital marketing trends and key opportunities for innovation.
9. Possess strong organizational skills, attention to detail and analytical skills.
10. Excellent copywriting, editing and proofing skills.

Preferred:

1. Four-year college degree in Communications, Marketing, or related field.
2. Three to five years managing company social media profiles and campaigns.
3. Experience deriving business insights based on social media content metrics.
4. Knowledge of Seattle Southside area and its tourism assets is highly desirable.
5. Creative, diplomatic, and able to remain calm under pressure.
6. Effective interpersonal and presentation skills.
7. Strong project management and organizational skills.
8. Advanced knowledge and understanding of social networking platforms and monitoring suite suppliers (e.g., Adobe Social, Facebook Ad Platform, GroSocial and Spredfast).
9. Strong knowledge of English grammar and business writing.
10. Ability to be accountable for maintaining high, reliable quality standards while working on overlapping assignments in a fast-paced team environment.
11. Proactive, energetic personality; inquiring, investigative mind.
12. Experience with content management systems (CMS), Office, Word Press and Adobe Creative Suite. Knowledge of AP style, Cision MediaSource, a plus.
13. Work collaboratively in a team environment, within the marketing department and within Seattle Southside staff.