

JOB TITLE: Social Media Marketing Manager



Organization Summary:

VisitGreenvilleSC (VGSC) is a not-for-profit, membership-based, economic engine, and accredited Destination Marketing Organization (DMO). We proudly represent and serve the City and County of Greenville, South Carolina, the hospitality industry, and hundreds of small businesses. As Greenville's official sales and marketing organization, our **Mission** is to maximize Greenville's Visitor Economy by developing and promoting exceptional visitor experiences to elevate the quality of life and prosperity for our community.

VGSC is a values-based organization placing a great deal of importance on adhering to and embracing the following values in all that we do:

- **Integrity:** Doing the right thing all the time. We build trust through honesty, transparency and respect.
- **Open:** We actively seek new perspectives with the belief that we're stronger because of our differences.
- **Resilience:** We believe our response to adversity, not the adversity itself, defines who we are. We are positive, flexible and persevere to find success.
- **Passion:** We are inspired by an authentic love for Greenville, and we strengthen our community by sharing it with the world.
- **Excellence:** Our team, our vendors and our stakeholders deliver bold, creative and high-performing solutions.

Position Summary: The Social Media Marketing Manager owns VisitGreenvilleSC's social media strategy and its execution, making data-informed channel and content decisions, staying ahead of platform and cultural trends, and building relationships across our community and partners in Greenville County to increase visitation, inclusive of leisure travelers and group/business travel. This is a hands-on content role: the manager will concept, capture, edit, write, and publish content in alignment with VisitGreenvilleSC's organizational and social media strategies.

Essential Duties and Responsibilities:

- Manage VisitGreenvilleSC's social media channels, boosted campaigns and day-to-day community engagement to:
 - Create, curate, and publish content on various social media channels, effectively reaching and engaging with our target audience
 - Maintain a consistent, destination/brand appropriate voice across social channels that is consistent with the overall brand tone of voice
 - Monitor, listen and actively engage in dialogue and respond to comments, while inspiring potential visitors to take an action that could result in a visitation to Greenville, SC
 - Proactively identify, evaluate, and manage creator partnerships by defining selection rationale, proactive outreach, and relationship continuity in accordance with the social media strategy
 - Create and execute a social media editorial content calendar including regular publishing schedules
 - Utilize software tools to manage content publishing across owned social assets
 - Manage content integration and cross-promotional opportunities working closely with Marketing & PR team
 - Build and maintain relationships within the Greenville, SC community through active engagement on social channels and in person to collaboratively develop content that positions Greenville, SC as a must-visit destination
 - Identify threats, potential negative commentary or crisis situations in user-generated content surrounding the company/brand/destination and apply conflict resolution principles

- Develop, test, measure and implement social strategies as an integrated part of VisitGreenvilleSC's omnichannel marketing and owned ecosystem, ensuring social complements and amplifies the overarching marketing goals and organizational strategies
 - Develop and maintain a comprehensive social media strategy
 - Analyze and translate qualitative data into recommendations for improving our social media strategies
 - Own the social measurement strategy, define benchmarks, deliver regular insights, and adjust strategy based on results
- Stay ahead of cultural moments, platform changes, and emerging social conversations. Identify and engage in content opportunities that position Greenville, SC within relevant contexts while maintaining brand voice
- Monitor trends in tourism-related social media tools, applications, channels, design and strategy
- Understand and adapt to social's evolving role in search and AI-driven discovery, optimizing content for how travelers find and evaluate destinations today
- Utilize our UGC marketing platform to curate, request and obtain rights to photography
- Develop (write, photograph, video) original content across social channels that attracts attention, generates interest and is easily sharable with social networks.
- Create/manage/update photo and video assets library
- Maintain a well-informed, working knowledge of Greenville hotels, restaurants, attractions, venues and services available to potential visitors
- Support the marketing team with various projects as needed
- Other duties as determined by Leadership

Candidate profile: The role requires proactive communication, accountability, and collaboration. The successful incumbent will effectively balance creativity with data driven insights, communicate progress regularly and adapt to changing priorities. This incumbent will have strong organizational skills and the ability to multitask in a fast-paced environment, ensuring consistent and high-quality performance. The Social Media Marketing Manager should possess the interpersonal skills that allow them to be influential not only in their work but also with team members and various community stakeholders.

Qualifications:

- Bachelor's degree in Communications, Marketing, Business or related field
- Three (3) to five (5) years' minimum experience working with social media in a business environment
- Demonstrated proficiency with current marketing technology, social media management and analytics platforms (e.g., Sprout Social or equivalent), and native platform analytics
- Able to independently produce polished short-form video and photography content, including shooting and editing, using current mobile and desktop tools. Portfolio or content reel preferred
- Proficiency in Microsoft and Google products
- Able to travel and work varied hours, including evenings and weekends, as needed
- Must be able to lift up to 25 lbs. and transport equipment and materials for use in programs
- Able to effectively manage time and work independently with minimal supervision

VisitGreenvilleSC is an employer that offers equal opportunities. We evaluate qualified candidates and do not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.