



JOB TITLE: Marketing - Social Media Manager

SALARY RANGE: \$60,000 - \$80,000

OPENING DATE: August 1, 2022

CLOSING DATE: August 31, 2022

WORK HOURS: Hybrid model. We get the job done. Minimum forty (40) hours per week with flexible arrangements,

JOB SUMMARY:

Under general direction, responsible for planning, developing, implementing, and managing strategies for the social media accounts of Visit San Antonio and The San Antonio River Walk. The ideal candidate has a love for San Antonio and is obsessed with attracting visitors to choose San Antonio as their vacation destination. The candidate will also have a passion for growing our channels and creating visual stories that are compelling to potential visitors. The candidate will be highly organized, demonstrate strong ownership and critical thinking, enjoy diving deep into our destination and our consumer traveling behaviors, and have the creativity to challenge our status quo. This candidate will also exercise direct supervision over assigned social media teams abroad, and has direct accountability to manage and control budget, expenses and reach specific performance goals.

- We Serve – We are Committed to providing the ultimate VSA experience. We put our Heart into it and it shows. We make Awesome happen
- We Share – We Communicate openly and efficiently. We value Collaboration, working inclusively across all levels. We Respect & Support one other.
- We Own – We take ownership of our actions. We are Professional & Ethical. We Empower ourselves to get things done.
- We Trust – We build Trust with every action. We are Honest & Fair. We are Stewards of the resources Entrusted to us.
- We Welcome – We promote diversity. We are a diverse and inclusive organization. We welcome all, Ya'll.
- We Fiesta – We Sell Fun and have Fun Doing It. We celebrate Successes, big and small. We let fun lead to Creativity & Innovation.

ESSENTIAL JOB FUNCTIONS:

- Assists in creation of strategies and plans in support of annual goals.
- Sets key performance indicators (KPIs) for social media strategy and identifies strategic weaknesses and making recommendations for improvement
- Research social media trends and informs management of changes relevant to Visit San Antonio's marketing activities.
- Recommends and develops new social media content aligned with strategy to show San Antonio's diversity of culture and tourism assets, including text, video, images, lists, etc.
- Prepares monthly calendar for social channels.

- Crafts and curates compelling content for Visit San Antonio social media channels.
- Posts content and updates across social media accounts.
- Leverages user generated content via proper rights and approvals to elevate engagement with visitors.
- Plans, develops, and supports paid social media campaigns and works with influencers.
- Performs ongoing channel audits to ensure social channels align with Visit San Antonio brand standards and voice.
- Accesses social media analytics and monitors social media dashboards
- Analyzes running campaigns and social media performance to develop marketing recommendations based on findings.
- Prepares and delivers presentations and/or reports communicating key social media insights and results.
- Engages with visitors and followers across all social channels.
- Actively participates in social listening to identify current events and trends that may have a positive or negative influence on visitors' decisions to visit San Antonio.
- Works closely with team to monitor SEO and web traffic metrics.
- Manages social media projects abroad, including providing direction, reviewing calendars and performance results, and facilitating approvals on international social channels.
- Assists in managing social media budgets.
- Travels as necessary to support plans and enhance knowledge and skills.
- Attends special events as needed for coverage on social channels.
- Performs related duties and fulfills responsibilities as required.

JOB REQUIREMENTS:

- Bachelor's Degree from an accredited college or university plus four (4) years of experience in social media, strategy, analytics, content strategy and development
Or 8 (eight) years of experience in social media management, development, analytics, strategy, and development
- Valid Class 'C' Texas Driver's License

PREFERRED QUALIFICATIONS:

- Degree in Marketing or Communications

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications, and licenses must be submitted at the time of processing.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of this position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional background checks may be conducted.

KNOWLEDGE SKILLS AND ABILITIES:

- Knowledge of the latest best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, TikTok, etc.
- Knowledge of and experience using social media analytical tools such as Sprout Social and project management tools like Monday.
- Excellent verbal and written communication skills.
- Craft engaging content.
- Organized and able to multitask.
- Bilingual (English/Spanish) is preferred but not required.
- Ability to effectively work with a team of marketing and communications professionals.
- Ability to establish and maintain an effective working relationship with employees, management, and the public.
- Ability to develop clear and concise written reports and proposals.
- Ability to brainstorm and offer ideas and possible solutions for marketing challenges and opportunities.
- Ability to conduct effective presentations before large and small groups.
- Knowledge of modern business and office procedures.
- Skill in utilizing a personal computer and associated software programs, including Word, Excel, and PowerPoint.
- Ability to supervise, train, and evaluate assigned staff.
- Ability to monitor budgets.

PHYSICAL REQUIREMENTS:

Physical requirements include visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard. Subject to sitting, standing, lifting and walking to perform the essential functions. Working conditions are primarily inside an office environment.

To apply for this position, please send your application, resume, portfolio link and cover letter to jobs@visitsanantonio.com

Job post: [Here](#)