



Position Opening
Social Media and Content Coordinator
Big Bear Visitors Bureau

MOUNTAIN LAKE ESCAPE

Position: Social Media and Content Coordinator

Reports to: Director of Marketing and Communications

Hours: Full Time, 40 Hours/Week
This position requires weekend and holiday availability, as well as occasional evening availability based on marketing, events, and conference needs.

Position Summary:

The Big Bear Visitors Bureau is the official destination marketing organization for Big Bear Lake. The Social Media and Content Coordinator will be responsible for managing the Big Bear Visitors Bureau social media accounts and content on BigBear.com. This includes creating and managing monthly social media and content calendars, working with social influencers and freelance writers, capturing photos and writing content for Big Bear Visitors Bureau digital platforms. The position will assist with public communications and other efforts of the marketing team including but not limited to trade shows, media visits, advertising activations and photo/video shoots. The Social Media and Content Coordinator will be responsible for managing a social media and content budget.

Primary Relationships:

The position reports to the Director of Marketing & Communications. The position will participate in marketing committee meetings and will work with event, visitor services and operations staff. From time to time, the position will be expected to assist in fulfilling partnership requirements of the organization. Outside of the organization, the position will coordinate with media, vendors, the ski resorts, event organizers and local businesses on a daily basis.

Essential Responsibilities and Duties:

1. Create and maintain a content calendar quarterly. Research new content ideas to come up with seasonal articles and new ways to inspire visitors to travel to Big Bear Lake.
2. Create a social media calendar monthly. Create content and messages for Facebook, Instagram, TripAdvisor, and Twitter.
3. Manage and oversee social media accounts. Address visitor questions, engage with users, and repost User Generated Content. Report monthly on social media activity to marketing team.
4. Coordinate social media advertising campaigns.
5. Write content, take photos and shoot video on Big Bear Lake.
6. Work with social influencers and bloggers to earn digital media impressions from outside publications.
7. Manage freelancers to create multiple voices that appeal to different types of travelers.
8. Manage a social content budget.
9. Research and stay on top of the latest social media trends and activations. Attend and engage in industry activities to stay competitive with other destinations.

Qualifications Required

1. Critical thinking, creative, analytical, organizational and technical skills
2. Demonstrated knowledge and experience in marketing or journalism fields.
3. Experience managing social media accounts
4. Content management experience on open-source platforms
5. Ability to keep an organized schedule and manage multiple projects at a time
6. Strong oral and written communication skills
7. Ability to work in groups and independently
8. Bachelor's degree required. Degree in advertising/marketing, tourism, or journalism/public relations strongly preferred
9. Experience in destination marketing or tourism is a plus

Travel

Some travel may be required, including local travel. Proof of a valid driver's license and insurance will be required.

Physical Demands

While performing the duties of this job, the employee is regularly required to read, write, speak, see and hear. The employee may be frequently required to drive, stand, walk, use hands and arms. The employee must frequently lift and/or move objects up to 30 pounds and occasionally lift and/or move objects up to 100 pounds. The use of ladders may be required.

Work Environment

This job can frequently require spending a significant amount of time standing and outdoors with varying temperatures, weather conditions and loud noises in addition to a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines (or e-fax services).

The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Other

This employee is expected to make quick decisions, supervise staff, read, write, speak publicly and interpret data.

To Apply

Email cover letter and resume to:

Eddie Kirsch

Director of Marketing

Big Bear Visitors Bureau

E-mail: eddiek@bigbear.com

The position is open until filled.