



Job title	Social Media Coordinator
Reports to	Social Media Manager
Department	<i>Communications</i>
Classification	<i>Non-Exempt</i>
Date	<i>June 2022</i>

General Summary

MISSION: IMPACTING OUR COMMUNITIES AND VISITORS THROUGH THE POWER OF TRAVEL.

As a Social Media Coordinator, you'll develop Visit Anaheim's social content targeting leisure and business travelers to this top SoCal destination. You'll be responsible for devising strategies to build and engage Visit Anaheim's social audience. Your passion for everything social plus your entrepreneurial spirit will help drive Visit Anaheim's social reputation and impact.

Reporting to the Social Media Manager, the Social Media Coordinator is charged with maintaining Visit Anaheim's brand voice across all Visit Anaheim social media channels while developing/incorporating innovative methods to grow the brand's presence. The Social Media Coordinator will work with the Communications team to ensure that Visit Anaheim's story will be consistently told through all company channels.

Primary Duties & Responsibilities

Responsibilities will include but will not be limited to:

Essential Functions:

1. Create and post Visit Anaheim's day-to-day social media content, including developing original assets and copy.
2. Identify, cultivate, and manage high-level relationships with bloggers, industry experts, content creators and influencers to increase brand awareness plus engagement.
3. Maintain ongoing engagement across all social channels, interacting with business and leisure travelers.
4. Create strategic content for multi-platform storytelling, present a point of view across digital and social channels.
5. Work with the greater destination community and organization's partners to promote local and regional businesses.
6. Measure and report on the impact of communications against overall business objectives.
7. Report directly to partners and community stakeholders the success of their partnership as it relates to social media initiatives.
8. Continually adopt new technologies such as the latest Instagram features, new social media apps, and other latest social media technologies.
9. Analyze social media tools to identify trends, assess data, create insights, establish future key messages and provide value to clients plus manage third party platforms.

10. Drive ideation and new methods of social media execution to keep team one-step ahead.
11. Identify key topics fit for the Visit Anaheim blog. Create and manage the success of the content on this channel.
12. Ability to demonstrate success in developing social strategies and their overall impact to the business' success.
13. Other duties assigned by the Social Media Manager.

Background

- A. Supervision
No supervisor is required for this position.
- B. Metal Application
Ability to concentrate on tasks for long periods of time. Capable to perform several tasks simultaneously. Competent to present information, answer questions and talk informatively. Attention to detail required. Ability to meet deadlines.
- C. Contacts – Internal and Public
Frequent contact with those individuals inside and outside of the organization. A friendly, outgoing personality is required for smooth department operations.

Specifications

- A. Education

<u>Required:</u>	2-year college degree or experience.
<u>Preferred:</u>	Concentration in Marketing, Business or Communications preferred.
- B. Experience

<u>Required:</u>	1-2 years social media and/or public relations experience at an agency and/or in-house communications/public relations team.
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- C. Abilities
 - Detailed-oriented with ability to oversee projects from origin through execution.
 - Willingness to learn and should be able to flourish in a high growth, dynamic, entrepreneurial environment.
 - Superior communications skills, both oral and written. Self-starter, with hands on approach towards business.
 - Ability to demonstrate social media execution (community management, strategy and content development, blog outreach) across all platforms and communication channels, including but not limited to Twitter, Facebook, Instagram, Snapchat, Pinterest, YouTube, LinkedIn, etc.
 - Excellent writing skills, especially in creating and managing social channel content.
 - Passionate about social media and speaking on behalf of a brand; Develop and curate brand personality.
 - Thirst to mine and consume information and provide quick counsel on editorial/response recommendations.
 - Experience with social media monitoring tools.

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must be able to travel domestically and internationally. Work week can exceed 37 1/2 hours and not be limited to traditional work days Monday- Friday. Occasional evenings and weekends are required.

Hybrid schedule – Staff currently working from home Monday, Wednesday and Friday.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The work environment is a professional business office.

A consistent and reliable presence at work is necessary.

**Please submit resumes to: Debbie Taylor at careers@visitanaheim.org.
Subject line to read: Social Media Coordinator**