



JOB TITLE: Social Media & Content Manager

REPORTS TO: Director of Content

DEPARTMENT: Marketing

FLSA STATUS: Exempt

Summary

The social media & content manager develops, creates and executes Explore Asheville's content strategy in collaboration with the Director of Content and other members of the marketing department. Serving as the voice for Explore Asheville's social media channels, this position is responsible for producing compelling visual and written content that aligns with the company's strategic imperatives and engages potential and repeat visitors to the Asheville area and Buncombe County.

As the lead content writer, the position will be responsible for the development of the Asheville Traveler e-newsletter, editorial blog stories and social media, as well as create or manage the outsourcing of multi-media content for Explore Asheville's owned channels.

Essential Duties and Responsibilities:

- EACVB staff writer for digital content, including blog stories, profiles, webpages and email.
- In collaboration with the Director of Content, manages editorial planning and execution, including the development of monthly social media calendar, as well as oversee day-to-day social monitoring of and participation in online conversation related to Asheville as a travel destination.
- Identifies and secures user-generated content for organic and paid media that is in alignment with Explore Asheville's brand and further enhances content strategy.
- Researches and develops new content (written, audio, video, streaming) that feeds ExploreAsheville.com and microsites, social media channels and provides opportunity for additional digital marketing initiatives.
- Analyzes and reports insights and data related to Explore Asheville's website, social media and e-newsletter performance using Google Analytics and other metric software.
- Under the guidance of the Director of Content, works with outside video contractors, freelancers and local content creators to further develop and diversify brand assets, as well as manage contracted photo/video shoots, including budgeting, pre- and post-production, and distribution.
- Optimizes best practices for search engine optimization (SEO) to maximize effectiveness of webpages, blog stories and Explore Asheville YouTube channel.
- Serves as the main point of contact for internal digital asset management system and works with marketing coordinator to ensure up-to-date documentation.
- Regularly maintains and edits Explore Asheville's blogs to ensure accuracy and uploads new content stories to the website when appropriate.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in Journalism, Communications, Marketing, Interactive Media or related degree required.
- Minimum of 2 – 4 years of experience in communications, social media, journalism or digital marketing.
- Strong working knowledge of social media and social scheduling platforms, such as Facebook Creator Studio, Sprout Social, Hootsuite and other similar tools.
- Basic photography and/or video production/editing experience is strongly preferred. Proficient with Adobe Premiere and/or Photoshop, iMovie, Splice, Canva or other photo/video editing software is preferred.

- Familiarity with graphic design software, such as Adobe Creative Suite or Canva, is preferred but not required.
- Experience working with web content management systems, such as WordPress, Drupal or Joomla. Experience with Simpleview CMS a plus.
- Knowledge of AP Style guidelines is a plus.

Job Knowledge/Skills/Abilities:

- Well-organized, self-motivated and comfortable in a fast-paced environment.
- Strong verbal and written communication skills.
- Proficiency in Microsoft Office suite.
- Excellent organizational and project management skills.
- High attention to detail.
- Strong writing and proofreading experience.
- Ability to manage brand voice and best practices across various social media platforms, specifically Facebook, Instagram and TikTok.
- Demonstrate a positive attitude and professionalism with staff, partners and vendors.

Working Conditions:

The employee may be required to work both inside and outside an office setting. Work may require occasional weekend and/or evening hours. Position is expected to spend time outside in the community capturing content on a regular basis.

Physical Requirements:

The employee may experience prolonged periods of sitting or standing, speaking or walking. The employee will routinely be required to stand, walk, reach with hands and arms, talk and hear. The employee should be able to lift up to 50 pounds.

Travel:

Local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license and own or have access to an automobile when needed. Expected domestic travel is up to 25%.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.