



POWERED BY

Buncombe County Tourism  
Development Authority

**Job Title:** Social Media Manager  
**Reports to:** Director of Content  
**Department:** Marketing  
**FLSA Status:** Exempt

### **Position Summary:**

The Social Media 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.

### **Essential Duties and Responsibilities:**

#### Social Media & Content Management

- 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.
- 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.
- 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.
- 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.
- Analyzes and reports insights and data related to Explore Asheville's social media performance using Sprout Social and other metric software.
- Serves as the main point of contact for internal digital asset management system and works with marketing coordinator to ensure up-to-date documentation.
- Other duties as assigned.

#### Team Leadership

- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.

- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

**Other Responsibilities:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

**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.
- Experience working with web content management systems, such as WordPress, Drupal or Joomla is preferred.
- Knowledge of AP Style guidelines is a plus.

**Physical Environment & Working Conditions:**

The work environment and physical demands described here 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.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

**Travel:**

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

**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 applicable 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.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

**About Explore Asheville:**

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Delivering balanced and sustainable growth
- Encouraging safe and responsible travel
- Engaging and inviting more diverse audiences
- Promoting and supporting Asheville's creative spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

**What we offer:**

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 19 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, short-term and long-term disability insurance, 401k with a company match, and employee wellness benefits.

**Salary Range: \$60,000 – 65,000**