

Job Title: Social Media Manager

Job Category: Marketing – Exempt

Reports To: Director of PR & Communications

Summary: The Social Media Manager is responsible for developing, creating and/or supporting the development of videos and photos for the CVB's libraries, conducting photo-ops, managing paid and organic social media campaigns and day-to-day activities, organizing media, influencers, bloggers, developing social media systems for informing the media/public about the CVB and Alpharetta as a tourism destination, creating new avenues for driving leisure and group business into the hotels, and supporting all functions of the Bureau with social media platform efforts.

Duties & Responsibilities

<i>Social Media</i>	
Work with the President on reaching out and building relationships/opportunities with all influencers/bloggers	
Research new potential influencers/bloggers	
Manage and support all functions of bureau with social media platform efforts	
Maintain an up-to-date catalog of photos on Flickr and videos on YouTube	
Strategically utilize social media outlets (Flickr, Facebook, Twitter, Pinterest, YouTube, Instagram, LinkedIn) so that they fit into the overall marketing strategy of the Bureau	
Continuously research platforms that the Bureau can utilize to attract visitors	
Keep pulse on social conversations and social trends in the industry; social listening and responding to social media mentions and messages	
Maintain a strategic social media calendar (for paid and organic) and plan to ensure posts/activities fit into overall PR Strategy	
Post to social media outlets as outlined in the plan	
<i>Online Communications:</i>	
Responsible for the creation of weekly or bi-weekly content for the Alpharetta Insider Blog	
Create and distribute bi-weekly newsletter	
<i>Photography:</i>	
Maintain a photo library	
Develop a photo shot list for the year	
Manage creation of social media photo content	
<i>Videography:</i>	
Develop a video shot list for the year	
Maintain calendar for social media video needs	
Manage creation of social media video content for short clips for social media	
<i>Collaboration:</i>	
Proofread as needed	
Staff Welcome Center as needed	
<i>Special Events and Other:</i>	
Assist in coordinating special events and promotions for Bureau as needed	
Promote new Bureau events and projects to the media and public	
<i>Professional Development/Research:</i>	
Observe other CVB & tourism websites and publications to analyze how they position their destination	
Stay current on potential new customers and competitors in the marketplace	
Continuously research and develop ideas on how to promote Alpharetta through social strategies	

Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with a job. They are intended to be reflections of the principal job elements essential for that position. The Alpharetta Convention and Visitors Bureau reserves the right to revise this description, as necessary.