



SOCIAL MEDIA COORDINATOR

Salary \$60,000.00 – Contract Position	Status: 40 hours Monday – Friday (Occasional Evenings and Weekends)	Location: Hybrid – Office/Remote
<p>ESSENTIAL DUTIES (RESPONSIBILITIES): Douglas County Travel & Tourism, Inc. (DCTT) is looking for a master multi-tasker with excellent communication skills and an upbeat attitude to take on the role of Social Media Coordinator.</p> <p>Social Media Coordinator Duties The overall goal of this position is to enhance brand awareness by increasing the audience reach across multiple social media channels. Must be able to develop and implement daily social media strategies. Must be willing and able to create graphics and videos to coordinate with social media efforts. Taking videos and photos in the field is necessary. Multitasking, staying ahead of trends, and creativity are crucial to success in this position.</p> <p>Excellent communication skills are necessary while working with the Executive Director to ensure cohesiveness in all the text, image, and video content created for DCTT platforms. The ideal candidate will have previous experience in a similar role with social media samples. Experience in travel and tourism is a bonus. Should have a strong understanding of current best practices for multiple social networks and previous experience using tools to boost, monitor, and measure the effectiveness of campaigns. Graphic Design experience is a plus.</p> <p>SKILLS:</p> <ul style="list-style-type: none"> ● Passion for social media and proficiency with major social media platforms and social media management tools: ● <u>Platforms</u> <ul style="list-style-type: none"> ○ Facebook (Meta) ○ Instagram ○ TikTok ○ Twitter ○ LinkedIn ○ YouTube ● <u>Tools</u> <ul style="list-style-type: none"> ○ Planoly ○ Canva <p>● Proficiency with video and photo editing tools</p>		

- Ability to Analyze social media data
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy-editing skills
- Impeccable time management and organizational skills with the ability to multitask
- Detail-oriented approach with the ability to work under pressure to meet deadlines
- Proficient in using Microsoft Word, Excel, Outlook, Microsoft PowerPoint, Adobe Acrobat, and Google Docs
- Provide support to ensure the efficient operation of the office.
- Answer phone calls, schedules meetings, and is comfortable communicating with vendors, attractions, attractors, and hotel management.
- At times, travel alone to Douglas County Travel & Tourism, Inc. attractions, attractors, and hotels to handle specific tasks.
- Carry out administrative duties such as filing, typing, copying, scanning, etc.
- Support the Executive Director by performing tasks related to the organization.
- Must be able to handle lifting light to medium-weight boxes and other items at times.
- Top-notch oral and verbal communication skills
- Superb Professionalism
- Excellent Problem Solver
- Excellent Verbal Communicator
- Positive Attitude

**If this sounds like you, please send your resume and social media portfolio to
Info@ExploreDouglasCountyGA.com**

EDUCATION:

- High school diploma or equivalent education required

BENEFITS: This is a full-time contractual position. Candidate must pay for own insurance.

EXPERIENCE AND TRAINING:

3-4 years of management of brand social media channels experience

OTHER: Employer will not pay for relocation. Georgia resident required.

LICENSING REQUIREMENT: Valid driver's license and current automobile insurance are a must.

OTHER DUTIES:

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required by the contractor for this job. Duties, responsibilities, and activities may change at any time, with or without notice.