

Social Media Manager

JOB TITLE: Social Media Manager

DATE: December 10, 2012

REPORTS TO: Executive Director, Explorers' Edge (EE)

DEPT:

APPROVED BY: James Murphy

SUPERVISES: N/A

JOB PURPOSE:

The purpose of the Social Media Manager position will be to implement the Social Media Strategy, develop brand awareness, generate inbound traffic, track effectiveness and encourage program adoption. This role coordinates with the Communications Manager (and acting marketing coordinator) to support respective programs, to ensure a consistency in voice and outcomes, and to cultivate a social media referral network. This position will require an understanding of social media strategies, of the regional tourism business landscape and of the current consumer tourism marketplace. Position is responsible for cultivating a first class social media program including; workshops, seminars, and monthly correspondence that will foster awareness and drive participation in EE programming.

REPORTING RELATIONSHIPS

The position reports to the Executive Director.

The position will be located at the office of Explorers' Edge

- 11 Taylor Road, Bracebridge, ON

DUTIES & ESSENTIAL JOB FUNCTIONS

1. Implement the social media strategy, coordinating with stakeholders across the Region to ensure its effectiveness and encouraging adoption of relevant social media techniques into the organizational culture and into all of the organizations programs and services
2. Work with the Communications and Marketing team to ensure social media tools are kept up to date

3. Manage social media campaigns and day-to-day activities. Duties include community-outreach efforts, promotions, tracking etc.
4. Manage presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed
5. Become an advocate of the Company in social media spaces, engaging in dialogues and answering questions where appropriate
6. Manage a social media outreach program and build an active brand ambassador network to spread the word about the Company
7. Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results
8. Regularly feedback insights gained from social media monitoring into the Marketing and Communications teams, to help them evolve their strategies in a timely fashion
9. Monitor trends in social media tools, trends and applications
10. Ability to work flexible hours, including some evenings and weekends.
11. Must be willing to travel frequently to locations with the geographic location of EE.

EDUCATION

1. A degree or equivalent qualification in Tourism, Communications, Marketing and/or Business Development.

COMPENSATION

- 12 Month Contract
- Please include Salary Requirements in Resume or Cover Letter

COMPETENCY MODEL

REQUIRED COMPETENCIES/ TOOLS

The Social Media Manager must possess the following skills:

- a) Must have an understanding of tourism both provincially and regionally.
- b) Must possess strong strategic planning skills, along with strong conceptual development abilities in tourism and commerce development.
- c) *Strong project management or organizational skills*
- d) Must be able to generate concepts/ideas independently and within groups.
- e) Balance of strategic, analytical, creative and operational orientation.
- f) Excellent oral, written and presentation skills with and enthusiastic and engaging personality.
- g) In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, YouTube, Twitter, Flickr etc.) and how they can be deployed in different scenarios
- h) Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
- i) Have a good knowledge of principles of SEO
- j) Public relations, Marketing, Sales, Community Management experience, a plus
- k) Basic understanding of web technology, simple image manipulation and the effective use of social media and multimedia. Includes programs such as; Twitter, Facebook, webinar software and Microsoft Office.
- l) Must have internet at home and vehicle for transportation with a valid driver's license.

PREFERRED COMPETENCIES:

The Social Media Manager should possess the following competencies to differentiate superior performance.

- a) Use common sense in solving problems.
- b) Excellent customer service and organizational skills with the ability to pay close attention to detail.
- c) Ability to work quickly and effectively in a fast-paced environment.
- d) Work within precise limits or standards of accuracy.

- e) Perform a variety of duties which may change often.
- f) Good technical understanding and can pick up new tools quickly
- g) Superior communication skills, learned in a public relations field is a huge asset
- h) Communications and/ or Travel & Tourism Marketing experience.

KEY SUCCESS FACTORS

Key factors that relate to success of the Social Media Manager are:

- a) The ability to continually evaluate our social needs through the eyes of the customer.
- b) The ability to research and solve new challenges independently.
- c) Continuous learning as it relates to social media development and growth and the ability to translate those into actionable items in our social media strategy.
- d) Enthusiastic with a positive 'can do' attitude.

PERFORMANCE MEASURES

When the position of Social Media Manager position is functioning effectively, indicators of how well the function is being performed include, but are not limited to:

- a) Daily tasks are being accomplished accordingly.
- b) Timely; Facebook, twitter, web and operator updates.
- c) Seamless operator service and communication. Zero errors!
- d) Improve open rate and sharing rates of social media activities.
- e) Content being provided rather than having to seek it out.
- f) Continues invitations to regional events, business's and presentations.
- g) Interdepartmental communication is clear, concise, and generative.
- h) Workshop strategy is executed.

JOB FIT

The factors within the position that certain employees may find particularly satisfying include, but are not limited to:

- a) Working with social media and interacting with consumers
- b) Working with people, specifically tourism operators.

- c) Work that includes the investigation and reporting of social media trends and sharing them with regional tourism operators.
- d) Activities involving collaboration between operators in the use of technology.
- e) Engaging and educating operators about communication and the infrastructure being developed within our organization.

Please forward your resume and covering letter, no later than
Monday January 7, 2013 - 4.00pm to

jenniferhr@rogers.com

We thank all applicants for their interest, but only those selected for an interview will be contacted.
