

Social Media Coordinator

Richmond, Virginia

The Virginia Tourism Corporation (VTC) is seeking a Social Media Coordinator to join its Communications department in VTC's Marketing Division. The Social Media Coordinator will report to the Director of Communications and support the Social Media Manager. This position will work in a collaborative team environment to disseminate information to key stakeholders, execute a strategic social media plan, and assist in the development of messaging for use inside and outside of the organization.

The ideal candidate will be familiar with all relevant social networks, measurement tools, local and national online communities, and possess an ability to help manage VTC's extensive digital footprint. While this position will be heavily focused on social media and content marketing, the qualified candidate will also assist in day-to-day communications efforts as well, playing an essential role in furthering VTC's communications and marketing goals. The position will often work collaboratively with other departments and divisions, including Brand, Digital, Marketing Operations, Global Marketing, Partnership Marketing, and the Virginia Film Office.

Responsibilities:

- Serve as community manager by overseeing and coordinating social properties – including channel moderation, brand-to-consumer engagement, and strategic campaign amplification.
- Assist Social Media Manager in the development of engaging content for each social channel.
- Assist Social Media Manager in curating and developing weekly social reports to accompany the Brand department's weekly paid media status reports.
- Monitor comments across all social channels and respond in a timely manner.
- Amplify branded consumer initiatives through creative social media campaigns.
- Assist Social Media Manager with drafting and maintaining social editorial calendar to align with brand guidelines and creative platforms.
- Assist Social Media Manager with compiling monthly social media report to Marketing Directors and VTC Executive Team.
- Contribute regularly to reports and presentations for upper management.
- Create unique content opportunities to drive traffic to Virginia.org.
- Scout social media influencers and coordinate their contracts and itineraries.
- Stay on top of data-driven travel and tourism trends, as well as social media best practices.
- Stay informed and report on news and current events, trends and pop culture as it may relate to travel and tourism.

Experience and Education:

- 1-3 years prior experience in marketing/communications, social media community management, and/or content marketing.
- Bachelor's degree or equivalent work experience preferred.
- Demonstrated experience establishing consumer-focused social channels.
- Proven analytical and reporting skills.
- Ability to work on multiple projects simultaneously.
- A demonstrated ability to build and maintain relationships, both internally and externally.
- Ability to think both creatively and strategically.
- Background or general interest in travel and tourism essential.
- Knowledge of Virginia's tourism destinations and products preferred, but not required.

Skills:

- Expertise on all established and emerging social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, reddit, TikTok, etc.
- Experience using social scheduling and visual planning platforms such as HootSuite, Iconosquare, Sprout, Crowdriff, Plano.ly, Later, Hubspot, SEMrush, etc., with Sprout being the preferred platform.
- Excellent editing and proofreading skills.
- Excellent verbal and written communication skills.
- Proficiency in Adobe applications and/or Photoshop.
- Proficiency in video editing a plus.
- Strong collaborator, working well in a team environment, while also able to function as an individual contributor with self-direction and accountability.
- Strong time management skills, deadline-oriented and efficient.

All candidates must apply through our website <https://www.vatc.org/administration/employment/>.
Salary Minimum: \$40,000. Application deadline: May 10, 2021.

VTC is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VTC's intent that its employment and personnel policies and practices conform to all applicable federal, state and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VTC Human Resources at 1-804-545-5634 or vtchr@vedp.org. TDD 1-800-828-1120