

**See Rock City, Inc.**  
**JOB DESCRIPTION**

Title: <b>SOCIAL MEDIA MANAGER</b>	Team: Marketing
Reports to: Public Relations Manager	Status: Full-Time, Exempt

**Summary**

*As a key member of the Marketing Team, the Social Media Manager is responsible for promoting the brands and businesses across See Rock City Inc. entities and locations, via storytelling through social media channels along with monitoring and personal, timely response to online forums using the appropriate voice for each brand. Under the direction of the PR Manager, the Social Media Manager may also assist with public relations support and is responsible for performing the following duties:*

**Responsibilities**

- Delivers excellent guest service to internal and external customers in line with the organization’s mission, culture and values.
- Models appropriate guest and partner interaction at all times, displaying the values of the culture of excellence and leading in a manner that serves as an organizational model for the values.
- Creates strategic content directed by each brand’s social media strategy including photos, videos, and messaging. Monitors, dialogues and posts accurately on all 25+ social media sites, including but not limited to: Facebook, Twitter, Instagram, YouTube, and Pinterest for all See Rock City Inc. brands (Rock City/Enchanted Garden of Lights, Battles for Chattanooga, Grandview, RiverView Inn, Clumpies Ice Cream Co., GOOD DOG, Starbucks).
- Provides live coverage during select special events.
- Works with all See Rock City Inc. brands to assist in marketing strategy and content.
- Responsible for researching and staying updated on the latest SoMe trends across all channels including scheduling software, direction of where the channels are headed, hashtag trends and best practices for optimization in building followers.
- Builds and maintains social media playbook for best practices.
- Reports SoMe insights and analytics monthly.
- In partnership with the PR Manager, maintains approved social media calendar of content that is coordinated with current marketing messaging, edited, and approved by the PR manager prior to posting.
- Produces clean, clear copy that requires minimal editing or revision.
- Works with Marketing team on images, copy and content to implement paid advertising and boosted posts.
- Reports weekly on job functions and projects.
- Creates and edits photos and videos to support posts and add to the image library.
- Monitors and responds to online influencer sites such as TripAdvisor.com, Yelp and Google.
- Backup onsite liaison for film crews when needed. Escort photographers as needed.
- Performs other duties as assigned by management.

**Qualifications**

- Bachelor’s degree preferred in Digital Media, Public Relations, Marketing, Journalism, Communications, or related field.
- Minimum three (3) years’ experience in social media or digital media with multi-brand experience. Five (5) years’ experience preferred.
- Proficiency or fluency in multiple languages a plus, but not required.
- Video experience preferred.
- Graphic arts and Photoshop experience a plus.
- Organized and detail-oriented, with the ability to take initiative and multi-task while meeting deadlines.
- Comfortable meeting and talking with people in both individual and group settings. Ability to effectively present information and respond to questions from a group of managers, guests or the general public.
- Possess an outgoing, friendly personality and attitude with a desire to provide quality service.

- Excellent computer skills with proficiency in Microsoft Office products and social media platforms, including but not limited to Facebook, Twitter, YouTube, Pinterest, blogs, Instagram, Google Plus, Hootsuite, Buffer and Dropbox. Willingness to learn other marketing-related software as needed.
- Experience sourcing and managing content development and publishing.
- Ability to jump from the creative side of marketing to the analytical side; able to demonstrate why ideas are analytically sound.
- Discretion to identify threats and opportunities in user-generated content.
- Excellent verbal and written communication skills and an ability to work individually on a project or in a team environment.
- Proficient in AP style.
- Able to take direction well. Willingness to adapt and adjust to changing needs.
- Ability to speak on camera professionally.
- Ability to provide a flexible schedule to work nights, weekends, holidays, and special events as needed.
- Required to regularly use hands and fingers. Ability to lift/move up to 25 pounds. Required to walk, stoop, kneel or crouch frequently. Required to walk trail regularly.