

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

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

**Summary**

*As a key member of the Marketing Team, the Social Media Specialist 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 Specialist will also assist with public relations support and is responsible for performing the following duties:*

**Responsibilities**

- 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. Monitor, dialogue, and post accurately on all 25 social media sites, including but not limited to: Facebook, Twitter, Instagram, YouTube, and Pinterest. (For all SRC Inc. brands – Rock City/Enchanted Garden of Lights, Battles for Chattanooga, Grandview, RiverView Inn, Clumpies Ice Cream Co., Starbucks)
- Works with other brands to assist in corporate marketing strategy and content. (Clumpies, SBUX, RVI, GV)
- Responsible for researching and keeping up to date with the latest SoMe trends across all channels including direction of where the channels are headed, hashtag trends and best practices for optimization in building followers.
- Reports SoMe insights monthly, including analytics.
- Maintains social media calendar of content that is coordinated with current ad messaging, shared, and approved by management team prior to posting.
- Reports weekly on job functions and projects.
- Assists in writing and gathering materials for award nominations.
- Vets bloggers to qualify them as media.
- Creates videos.
- Takes and edits photos to support posts and add to the image library.
- Monitors and responds to online influencer sites such as TripAdvisor.com, Yelp and Google.
- Onsite liaison for film crews when needed.
- Produces clean, clear copy that requires minimal editing or revision.
- Works with Marketing team on images, copy and content to coordinate with paid advertising and boosted posts.
- Assists in other PR functions as needed.

**Qualifications**

- Bachelor’s degree preferred in Public Relations, Marketing, Journalism, Communications, or related field.
- 2-5 years’ experience with multi-brand experience preferred.
- Video experience preferred.
- Graphic arts and Photoshop experience preferred.
- 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 and Buffer.
- Experience sourcing and managing content development and publishing.
- Ability to jump from the creative side of marketing to 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.
- Eager to meet and exceed objectives and take on more responsibility.
- Able to take direction well. Willingness to adapt and adjust to changing needs.
- Ability to speak on camera in a professional manner.
- Other languages a plus.
- Ability to provide a flexible schedule to work nights, weekends, holidays, and special events as needed.