

### **POSITION SUMMARY**

Under general supervision of the Marketing Director, the Social Media Coordinator will coordinate the day-to-day activities of Travel Wisconsin's social media platforms. This position will develop, schedule and deploy content and advertising across social media channels including, but not limited, to Facebook, Twitter, Pinterest, Instagram, YouTube and others. In addition, this position will be responsible for channel management activities including monitoring, tracking and reporting. The marketing specialist responsible for social media will work with marketing, public relations, and the Department's agency of record to develop and execute social media campaigns across multiple channels that are integrated into business strategies and marketing campaigns.

This position is located at the Department of Tourism's central office in downtown Madison.

### **GOALS AND WORKER ACTIVITIES**

#### **45%      A. Social media plan strategic development**

A1. Coordinate the Department of Tourism's overall social media strategies and initiatives.

A2. Working with external and internal teams, develop, schedule, deploy and monitor content across the Department of Tourism's social media channels including, but not limited to, Facebook, Twitter, Pinterest, Instagram, YouTube and others.

A3. Develop, leverage and execute social media campaigns and communications to extend and support the Department of Tourism marketing and communication initiatives and promote the Travel Wisconsin brand.

A4. In cooperation with the Department's agencies of record and Department of Tourism staff, makes recommendations for strategies, evaluates participation in new initiatives or social media channels.

A5. Present social media plan recommendations to the Marketing Director for continued participation or modification.

A6. Work with an internal content development team, the Department's agency of record, and the tourism industry to create daily content, select appropriate photography, develop monthly social media calendar and engagement tactics.

A7. Work with agency of record and Department of Tourism staff to maintain, update and monitor all Travel Wisconsin social media accounts.

A8. Stay current with social media tools, trends/best practices and make recommendations for improvements to Travel Wisconsin social media channels. Monitor online competitor presence and perceptions.

A9. Work with Communications staff to determine appropriate responses to posts and social conversations that may negatively impact the Travel Wisconsin brand.

#### **45%      B. Evaluation and management of social media plan**

B1. Research, develop, implement and measure a strategic plan for paid social media advertising campaigns.

B2. Use metrics/analytics to track and assess effectiveness of social media campaigns, content and promotions.

B3. In cooperation with the Department's agency of record, coordinate all aspects of paid social media advertising campaigns to develop target-appropriate, brand-consistent messaging to reach travelers.

B4. Manage social media budget, ad spend and utilize tracking and analytic tools to measure and analyze the effectiveness of social media advertising campaigns.

B5. Present findings and report on results.

B6. Ensure campaigns are meeting and exceeding key performance indicators (KPI) goals to obtain the highest return on investment.

B7. Perform regular analysis and research on paid social trends, strategies and objectives.

B8. Reviews monthly billing, invoice approvals and statements of work.

**10% C. Perform other duties as assigned**

C1. Serves on committees as directed.

C2. Work with an internal team to coordinate and execute Governor's Conference on Tourism social media efforts.

**KNOWLEDGE, SKILLS, AND ABILITIES**

1. Degree in communications, marketing, journalism or related field with two or more years of work experience in digital marketing and social media management.
2. Expert knowledge and experience working with social media channels (Facebook, Twitter, Instagram, Pinterest, SnapChat, YouTube, blogs, among others) with demonstrated ability to maintain and improve social media platforms.
3. Excellent writing and editing skills. Able to develop and write content using a consistent brand voice.
4. Experience with social media management and tracking tools such as Hootsuite, Tweetdeck and Buffer and Google Analytics.
5. Knowledge of social listening tools.
6. Must have an eye for photography and imagery that promotes social engagement and experience editing photos.
7. Demonstrated ability to quickly understand and evaluate emerging technologies.
8. Ability to coordinate multiple teams and projects in a fast paced, multi-faceted organization.
9. Knowledge of marketing strategies, brand development, online and traditional media channels.
10. Ability to work independently and as part of an integrated team, collaborating to reach a common vision.
11. Detail-oriented; able to prioritize and meet deadlines.
12. Proficiency in Microsoft Office products.

**Special Notes:** This position requires a valid driver's license that meets the state's risk management standards, or the ability to provide one's own reliable transportation on a consistent basis.