



## **SOCIAL MEDIA SPECIALIST**

### **Summary:**

The goal is to gradually achieve superior customer engagement and intimacy for the resort and all entities (restaurants, Marina Store, Marina, Hotels), website traffic, and revenue by strategically exploiting all aspects of the social media marketing calendar and objectives.

Social media specialists should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the resort and “soft selling” our services by providing support to current and prospective customers.

### **Job Expectations/Duties:**

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of each of resort entities’ social content
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments to manage reputation, identify key players and coordinate actions/messaging/content/promotions.
- Assist with review of content and seasonal updates on resort related websites.
- Assist with internal Marketing production for items such as promotional flyers, edits to existing marketing and promotional brochures, flyers, etc.
- Monitor all reviews and questions on customer sites. Regularly work with customer service to script and ensure responses are timely and personalized.

### **Job Requirements:**

- BS/BA Degree in Marketing, Communications, Business, Journalism or related field.
- Proven working experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design & web development/editing
- Knowledge of online marketing and good understanding of major marketing channels.
- Positive attitude, detail and customer oriented with good multitasking and organisational ability’
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- Excellent computer skills inclusive of Microsoft Office, Adobe, Publisher and digital data programs.
- Detail-oriented and deadline focused with an intense attention to detail both in project-based requirements as well as digital shelf content.
- Experience working with cross-functional teams (Sales, Marketing, IT).
- Demonstrated integrity and a creative approach to challenges.
- Ability to operate independently given direction, and bring ideas and solutions to issues raised.
- Strong project planning, tracking and organizing skills.
- Demonstrated ability to coordinate and deliver multiple activities and assignments simultaneously.

Please email all resumes and cover letters to Shannon Hartman, Director of Sales.

Email: [shartman@charlestonharborresort.com](mailto:shartman@charlestonharborresort.com).