

# Houstonfirst

## Job Posting

<b>Position:</b>	<b>Social Media/Content Manager</b>
<b>FLSA:</b>	<b>Exempt</b>
<b>Department:</b>	<b>Marketing</b>
<b>Reports to:</b>	<b>Director of Public Relations</b>
<b>Reporting Location:</b>	<b>701 Avenida de las Americas, 6th floor</b>
<b>Workdays &amp; Hours:</b>	<b>8:00 am to 5:00 pm Monday through Friday with off-hours social media monitoring</b>

**SUMMARY:** : The Marketing Department of Houston First Corporation is charged with developing and disseminating a positive image of Houston as a destination for leisure travel and conventions through advertising, public relations and direct-to-consumer marketing (websites). The Social Media/Content Manager will be responsible for external communications, mainly centered on the organization's websites and social media feeds.

**DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS:** (individual duties, assignments and responsibilities required of the position)

- Work with PR Manager and Corporate Communications team to implement and monitor social media contests across all Houston First corporate and brand platforms 41 total channels
- Manage social media strategy and content creation across all Visit Houston channels including Facebook, Instagram, Twitter, Snapchat, and YouTube representing over 380,000 followers and 39 million annual reach
- Schedule unique social media content and campaigns ahead of time across all 5 Visit Houston social media platforms (unique content for each platform)
- Help organize and produce bi-monthly interviews with key Houston figures and attractions (live chats)
- Write on-the-fly blog pieces on pertinent breaking news items to capitalize on social media/website traffic
- Create bi-weekly data-driven reports analyzing Visit Houston social media accounts with recommendations and takeaways
- Maintain monthly and annual editorial social media calendars
- Broker relationships and social media strategy with Houston events and attractions such as Super Bowl, Final Four, RodeoHouston, Astros, Texans, Rockets, Dynamo/Dash, Texas Renaissance Fest, Space Center Houston, Comicpalooza, and other annual events/attractions
- Responsible for Influencer Program – reach out and maintain relationships with social media influencers and work to secure their participation in Houston First-partnered events such as Comicpalooza, HUE Mural Fest, and all other major public Houston events
- Work with digital journalists by pitching social media-driven stories
- Create Visit Houston blog and content pieces motivated by social media trends
- Manage budget allotted for social media promotions and campaigns (\$10,000)
- Travel to key local events to capture video or photos for social media platforms.
- Create Visit Houston 360 degree camera photo and video content for social media
- Catalog collection of photography for media and public use
- Assist the monitoring and analytics systems to track social media engagement and results.
- Assist to analyze, review and report on effectiveness of campaigns in an effort to maximize results.

- Monitor customer online reviews and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Create content copy for VisitHouston.com and other organization websites as necessary.
- Responsible for supervising content coordinator's work on the VisitHouston.com master calendar of events, highest trafficked web page on the website:
- Edit and approve 150+ monthly events
- Curate and add events not typically submitted to ensure calendar is well-rounded
- Work closely with attractions and vendors submitting events to make ongoing edits and promotions tied to events on the calendar
- Create social media posts around key events
- Manage social media editorial calendar and content coordinator

**SUPERVISORY RESPONSIBILITIES:** (personnel supervision, budgets, performance, etc.)

- This position has no supervisory responsibility

**EDUCATION AND/OR EXPERIENCE:** (special training, certifications, college degree, etc.)

- Bachelors degree or equivalent
- Professional social media experience
- 5+ years' experience in public relations, advertising or content creation

**KNOWLEDGE, SKILLS AND ABILITIES:** (technical, communication, interpersonal, etc.)

- Computer literacy is required, including CMS, Powerpoint, basic Excel and MS Word
- Graphic design skills for use in creation of social media graphics preferred
- Video editing skills for media use and social media posts
- Effective writing skills, particularly in a lifestyle format
- Basic math skills with an understanding of credits and debits and balancing
- Effective communication including oral, written and listening skills
- Positive attitude towards work and a strong customer service focus
- Ability to handle multiple tasks and maintain control and order
- Ability to work with little supervision and maintain a quality work product
- Ability to multi-task and work in a high volume and sometimes stressful environment

**MISCELLANEOUS:**

- Must pass a pre-employment drug test

**WORK ENVIRONMENT:** (overtime, travel, physical demands, and conditions)

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature and air conditions

**ANNUAL SALARY:** Commensurate with experience

**POSTING DATE:** April 5, 2017

**CLOSING DATE:** Until filled

**APPLICATION PROCEDURE:**

- 1) Fill out a "CCSI Application" and attach a current resume
- 2) Submit both, application and resume, to Human Resources at [hfjobapplications@houstonfirst.com](mailto:hfjobapplications@houstonfirst.com)

*The individual selected for the position described above will be employed by Convention and Cultural Services, Inc., and in accordance with an existing Services Agreement, will perform services for Houston First Corporation.*

An equal opportunity employer.