

Houstonfirst

Job Posting

Position:	Social Media Coordinator
FLSA:	Non Exempt
Department:	Marketing
Reports to:	Social Media Manager
Reporting Location:	Partnership Tower
Workdays & Hours:	Monday through Friday, 8:00 a.m. - 5:00 p.m.

SUMMARY: Houston First Corporation's Marketing Department 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. The Social Media Coordinator will be responsible for assisting in external communications, mainly centered on the organizations 40+ social media channels and websites. The Social Media Coordinator is responsible for supporting the marketing team in all of its social and digital media marketing endeavors.

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

- Gather, organize and schedule content to be dispersed through Houston First social media communities on platforms, including Facebook, Twitter, Instagram, YouTube, Pinterest and any new/emerging social media platforms on a need basis.
- Film and edit engaging video content for social media networks.
- Take and edit photographs.
- Write and edit compelling social media content with the purpose of engaging the networks online communities.
- Monitor and participate in social conversations on behalf of the networks to increase viewer engagement.
- Troubleshoot urgent community management issues that may arise
- Manage a freelancer who is responsible for updating the Visit Houston events calendar/annual events pages, two of the top-trafficked areas of our website, as well as, assisting with updating and editing as needed.
- Handle invoice submission and tracking.
- Support digital/social media components and amplification across network departments.
- Liaise with internal departments to gather key priorities that need to be socialized.
- Act as contact point between digital marketing agencies, vendors, and internal stakeholders.
- Assist to analyze, review and report on effectiveness of campaigns in an effort to maximize results.
- Create content copy for organization websites.
- Filter and focus programming information into social media priorities.
- Monitor and report on new social and digital platforms.

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

- This position has no supervisory responsibility.

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

- B.A. in Marketing, Liberal Arts, Journalism, or related field.
- Experience coordinating content calendars & managing multiple social media channels.
- Minimum 1-3 years' experience in social media, video content creation and/or marketing
- Experience with Photoshop, Premier Pro and/or Final Cut Pro and knowledge of how to create/post image and video-based content to social networks.
- Experience with Hootsuite or other social media content scheduling tool.
- Experience with MS Office: PowerPoint, Word and Outlook.

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

- Willingness to travel (30%) to key local events to capture/post content, work overtime, and on weekends as necessary.
- Intimate understanding of social media space and emerging trends.
- Creative, out-of-the-box thinker with a thirst to drive innovation.
- Ability to communicate and present to senior executives.
- Be capable using Facebook Insights, Google Analytics and ability to learn new analytics tools.
- Must be organized and handle multiple projects at the same time and has the ability to prioritize.
- Excellent written and oral communication, judgment and decision-making skills.
- Must be able to make effective written and oral presentations in a public setting.
- Must be computer literate, with working knowledge of Windows, Excel, PowerPoint, Prezi or similar software.

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.
- Ability to travel (30%) to key local events to capture/post content, work overtime, and on weekends as necessary.

ANNUAL SALARY: Commensurate with experience

POSTING DATE: February 7, 2018

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 hjobapplications@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.