

## We're Hiring!

# Social Media Manager

The Social Media Manager will oversee interactions with the public through implementation of content strategies on social media platforms. Duties include analyzing engagement data, identifying trends in consumer interactions and planning digital campaigns to build community online. The person in this role will implement SMTT's social media strategy, develop brand awareness and generate captive, engaging content. The Social Media Manager is a highly motivated individual with experience and a passion for content strategy, blogging and community participation leadership. Reports directly to the Senior Director of Communications. \$70 - \$80K annual salary plus a full benefits package.

### Responsibilities

- Design and implement social media and website content strategy to align with organizational goals.
- Develop social media and website content calendar, ensure deadlines are met.
- Generate, capture, plan, organize and publish high-quality and engaging content across all SMTT social media platforms including but not limited to Instagram, Facebook, Twitter, LinkedIn, YouTube and Pinterest.
- Establish strategy and presence on TikTok.
- Create/schedule social media & website content: write copy, create graphics and capture content that are brand aligned.
- Interface and communicate with key community partners, livestream from local events.
- Set objectives and leverage social media tools to track data, provide monthly reports.
- Use social media tools to monitor the organization's brand, industry news, social media trends and audience preferences.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews and feedback.
- Increase followers and engagement across all platforms.
- Attend/support trade, media & influencer familiarization tours.
- Promote business events including trade shows, media tours, marketing events.
- Manage social media budget.
- Draft, update and maintain social media Standard Operational Procedures (SOPs) as needed.
- Develop strategy and oversee social media for the organization's nonprofit, Santa MoniCARES.
- Create and execute social media marketing campaigns and promotions to increase brand awareness.
- Identify, cultivate and work with bloggers, industry experts, content creators and influencers to increase brand awareness and engagement.
- Manage and monitor engagement, respond to comments and questions and moderate content.
- Track and analyze social media metrics such as follower growth, engagement and website traffic leads.
- Collaborate with internal departments to ensure consistency in messaging and to plan social media content that promotes events, cultivates a local following and highlights the destination, external partners and FAM tours.
- Manage schedules, budgets, assets, and overall project organization to ensure requirements and project delivery dates are clearly communicated, understood and executed upon.
- Provide general departmental and organizational support to Directors and C-suite.
- Represent SMTT at community events and tourism industry functions. Occasional nights and/or weekends may be required.

**Apply Today!**

**Email a cover letter and resume to  
employment@santamonica.com with the subject line  
SOCIAL23.**

### Qualifications & Requirements

- 3-5 years of professional experience in social media.
- Bachelor's Degree in marketing or related field.
- Experience with social media marketing and campaign management.
- Previous social media project management experience and demonstrated success.
- Familiarity with using social media for business, including Instagram, Facebook, X (formerly known as Twitter), LinkedIn, YouTube, Pinterest and TikTok.
- Detail-oriented, yet efficient, with high standards for work products.
- Excellent time management skills and the ability to develop working timelines.
- Impeccable and effective writing, editing, and verbal communication skills.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Attention to detail and problem-solving skills.
- Knowledge of social media analytics platforms, Microsoft Office, Mac OS, database experience.
- General knowledge of SEO and SERP ranking for web content.
- Knowledge of Santa Monica is a plus.
- Design skills are a plus.
- Podcast experience is a plus.
- Google Analytics certification is a plus.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk, and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.
- **We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity, or other protected characteristics.**

- ⇒ **Hybrid work from home**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**

#### About Santa Monica Travel & Tourism

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit [www.santamonica.com](http://www.santamonica.com).