



Visit Macon

<https://www.maconga.org/>

About Visit Macon:

"Some say 'soul' lives in Macon, Ga. We say the 'soul' of Macon, Ga. lives within us all." The mission of Visit Macon is to unify and lead our community in marketing the Macon-Bibb County area as a superior visitor and meeting destination and to help visitors experience "where soul lives." Visit Macon was created exclusively to market Macon-Bibb County to convention groups, sports events, tour groups and leisure visitors in order to enhance the local economy and increase employment.

Job Title:	Web Media Manager	Date:	June 2018
Department:	Marketing	Reports to:	VP Marketing

POSITION SUMMARY:

Responsible for developing, maintaining and/or implementing programs, projects and activities, that fully showcase Macon's brand online through increased audience/market attention and conversion. Works to grow the Visit Macon digital presence including engaging and retaining followers through social media and the website and converting them into potential visitors.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Responsible for the complete and accurate online presence for Visit Macon.
- Coordinates and implements creating and editing content on the website.
- Work with Simpleview to keep up with the latest web-based technologies and social trends to ensure Visit Macon remains competitive in the marketplace.
- Build and manage the organization's social media profiles, including Facebook, Twitter, LinkedIn, Instagram, YouTube and potentially additional channels.
- Develop strategic content calendar for all profiles, including Visit Macon blog
- Responsible for blog content to expand awareness of Macon.
- Run social promotions and campaigns and track their success.
- Drive consistent, relevant traffic and leads from our social network presence.
- Explore new ways to engage our social networks to reach our target audience.
- Collaborate with influencers and industry experts to produce relevant content.
- Maintain all contact databases and distribution listings and executes the sending of all Visit Macon online newsletters.
- Maintains the video and photography library.
- Assists the VP of Marketing in oversight of Marketing interns.
- Maintains a cohesive working relationship with all other personnel to ensure a unified and effective promotional effort; provides marketing support for all Visit Macon initiatives and programs.
- Perform any other appropriate duties as assigned by the President and CEO and/or VP of Marketing.

REQUIRED QUALIFICATIONS:

- Bachelor's degree in Marketing or relevant field.
- Proven work experience managing digital technology and social media programs.
- Advanced user knowledge of Simpleview CRM System (or other database management programs)
- Must possess the following skills to be successful in this position:
 - Excellent Oral and Written Communication Skills
 - Deep Knowledge of Social Media Marketing
 - Highest Ethical Standards
 - Planning and Organizing
 - Time Management
 - Interpersonal Skills

- Ability to manage multiple tasks and projects simultaneously

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The majority of work will be performed in an office environment. Employee will be sitting most of the time and occasionally required to stand and walk.

Employee may be required to lift up to 20lbs.

Job Location:	450 Martin Luther King Jr. Blvd Macon, GA 31201	Employment Status:	Full-time
Manages Others?	No	FLSA Classification:	Exempt