

## **TOURISM/SOCIAL MEDIA MANAGER**

**Department:** Tourism

**Reports to:** City Manager

**Hiring Range:** \$58,913.92 - \$62,612.16

**FLSA Status:** Exempt

### **JOB SUMMARY**

The Tourism/Social Media Manager works with internal and external customers to promote tourism in the City of Athens. Under general direction from the City Manager, this position is responsible for the administration of all social media accounts owned by the City and assists with the management of all City websites. This position will oversee and manage the organization's external communications and media relations, building, maintaining, and preserving a positive public image for the City.

### **MINIMUM QUALIFICATIONS**

#### **Education and Experience:**

- Must be a citizen of the United States or eligible to work in the United States.
- A high school diploma or GED required.
- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or related field preferred.
- Three to five years of experience in public relations, communication, or related field required.
- Three to five years of experience planning and implementing community events preferred.
- Must have a valid class C driver's license issued by the State of Texas.

#### **Knowledge, Skills, and Abilities**

- Extensive knowledge of all social media platforms.
- Knowledge of Microsoft Office Suite or related software.
- Excellent verbal and written communication skills with a proven ability to write in a journalistic style that is customary for external publications.
- Excellent interpersonal and collaboration skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Excellent team leadership skills.
- Skill in writing press releases and social media posts.
- Ability to work in stressful situations.
- Ability to multitask.

## **ESSENTIAL JOB FUNCTIONS**

### ***Duties and Responsibilities***

- Plans, coordinates, and oversees community events that are open to the public with a strong focus on developing tourism.
- Designs, coordinates, produces media releases, advisories, public service announcements, newsletters, annual reports, special reports for City administration, and other City publications or communications including brochures, flyers, invitations, and other outreach material.
- Manages all social media platforms for the organization.
- Works with the City Manager and the Mayor to create public information to release to the media.
- Oversees or collaborates with other teams in the development and maintenance of the organization's website.
- Produces, reviews, and/or distributes print and video materials for public distribution.
- Collaborates with the City Manager and/or other stakeholders to develop a public information strategy and guidelines for the organization.
- Assists executive leadership in developing presentations, speeches, and other important public messages.
- Serves as the organization's representative for public events hosted by local charities or civic organizations.
- Develops and maintains positive professional relationships with members of the media.
- Manages media relations in a crisis or emergency as requested.
- Develops, implements, and adheres to the Tourism budget.
- Performs other duties as assigned.

## **PHYSICAL REQUIREMENTS**

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to fifteen pounds at times.
- Must be able to work outside in hot and cold weather conditions.
- Must be able to walk and/or stand for periods more than one hour.

## **WORK ENVIRONMENT**

This position is primarily an office assignment, however, overseeing community events requires a significant amount of time outside in the heat and in the cold. This job will require performing work assignments outside of the normal Monday through Friday 8:00 a.m. to 5:00 p.m. schedule and potentially require work on weekends and holidays. This job may require working more than 40 hours during a one-week period.

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*