

DETROIT METRO CONVENTION & VISITORS BUREAU

POSITION PROFILE

Title: Social Media Specialist

Purpose: This position shares Detroit's story as a sophisticated and authentic destination on our social media platforms. The Social Media Specialist also engages with our audience and moderates our social community on Facebook. This position works closely with our Content Producer and our agency partners to craft messaging that captures attention. This role also supports teams throughout our organization by helping them effectively communicate on our social media platforms.

Essential Responsibilities:

- Regularly posts messaging on our targeted social media platforms including Facebook, Instagram, Twitter, and LinkedIn.
- Engage with our audience via commenting, liking, and sharing relevant content.
- Continually monitor DMCVB member social channels and proactively amplify their messaging by sharing on our channels
- Work closely with the marketing team to create an aggressive growth focused social media action plan
- Participates in strategy sessions, generating ideas to meet and exceed bureau goals.
- Provides content marketing support and perspective on interdepartmental projects.
- Provides copywriting and other writing support when needed
- Provides social media support at special events.

Additional Responsibilities:

- Participates in domestic media familiarization tours, including advancing sites and escorting media tours that will help generate positive media coverage.
- The position will also handle a variety of projects for the Vice President, Marketing and Communications, and the Marketing Department.
- Assist with the execution and onsite support at major DMCVB events including Annual Meeting, ROSE Awards, Family Reunion Seminar, etc.

Minimum Qualifications:

- Bachelor degree in Marketing, Communications, Journalism, Professional Writing or related field from an accredited college or university.
- 1-2 years social media content writing experience.
- Successfully demonstrates practical experience with application and implementation of AP style.
- Proficiency in personal computer software applications (Word, Excel, Power Point).
- Ability to speak English and communicate clearly and concisely both in writing and verbally.
- Ability to work evenings and weekends, onsite in the Detroit metro area and/or from remote office.

Preferred Qualifications:

- 1-2 years as a social media specialist or similar role
- 1-2+ years working at a marketing communications or advertising agency
- Ability to demonstrate prior work in the social media marketing space.
- Familiarity with the hospitality industry, the Detroit metro area and Detroit metro tourism attractions

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.