



Digital and Social Media Coordinator Marble Falls/Lake LBJ Chamber of Commerce & CVB

The Digital & Social Media Coordinator will produce/provide the social media and digital needs of both the Chamber of Commerce and the CVB as well as support the campaign directives of the Director of Tourism & Marketing and the Executive Director. This position will report to the Director of Tourism & Marketing. There may be other duties as assigned.

Duties and Responsibilities include, but are not limited to:

- Manage the social media presence of the Chamber & CVB on Facebook, Instagram, Twitter, and Pinterest as well as other sites that may be launched in the future
- Support and protect the brand of the Chamber & CVB by making sure that positive messaging is maintained and establish consistency of messages
- Continually work with all members of the staff to ensure proper messaging is being executed in support of Chamber Events and CVB Campaigns
- Increase the audience, engagement, and reach through creative posts, photography, responses, and shares
- Photograph, video and/or live stream Chamber events
- Act as 'first responder' to all social media questions and comments
- Manage the Tourism piece of the Chamber of Commerce and the CVB websites through photography, description, event and calendar updates
- Continually monitor the Chamber of Commerce and CVB websites by responding to online questions and requests
- Gather analytics from webpage and social media for reporting and planning purposes
- Promote Chamber and Community events through event postings

Minimum Qualifications:

- High School graduation, or its equivalent required (Bachelor's degree in Tourism, Business, Marketing, Communication or other related field or equivalent is preferred)
- A minimum of 1-year experience in digital media, website and social media management

Requirements:

- Maintain a professional appearance during work hours
- Willing to work non-standard hours on occasion
- Able and available to travel and possess a valid Texas driver's license and dependable, insured transportation
- Serve Chamber members and visitors in a positive manner
- Since the Chamber and CVB are judged to a great extent by its personnel, it is paramount that employees maintain conduct above approach at all times
- Employees must be discreet and treat information gained through the course of the day as confidential
- Excellent communication skills, both verbal and written
- Strong organizational skills to include the use of editorial calendars
- Strong computer and media skills including experience in social media platforms, blogs, etc.
- Knowledge of how to design programs, events, etc.
- Ability to work independently without close supervision