



<b>Job Title:</b>	Social Media Specialist	<b>Department:</b>	Marketing
<b>Location:</b>	Columbus	<b>Supervisor:</b>	Jennifer Babin
<b>Position Type:</b>	Full Time		
<b>HR Contact:</b>	Kristi Hargraves	<b>Date Posted:</b>	
		<b>Posting Expires:</b>	

**Overview:**

**Support the Marketing Manager with the set up and management of Valley Hospitality presence on social sites including Facebook, Instagram, and other similar platforms.**

**JOB RESPONSIBILITIES:**

- Manage the day-to-day content of social media, with a focus on increasing engagement.
- Assist with developing weekly social media messages and advertising materials.
- Help create graphics, edit photos, and work with the internal design team when necessary.
- Monitor, analyze, and report on the performance of the digital channels/activities using tools to send feedback to stakeholders using the data to inform future activities.
- Prioritize and schedule work effectively, anticipating problems, and adjusting the allocation of resources accordingly.
- Assist manager with ideas for new ways to engage and reach customers.
- Participate daily to establish a pleasant relationship with staff.
- Attend/Participate in all meetings and training required by management.
- Perform other duties as assigned by management.

**QUALIFICATIONS AND EDUCATION REQUIREMENTS:**

- Associates degree in marketing or communication required.
- Must have knowledge and experience running digital marketing campaigns.
- Experience of video production to include filming, editing, and delivering preferred.
- Must work well in stressful situations and maintain composure under pressure.
- Excellent written and verbal communication skills required along with strong creative skills.
- Must be detail oriented.
- Microsoft Office Suite (Outlook, Excel, Word, and PowerPoint) required.
- Must pass background check and drug test.

**PHYSICAL REQUIREMENTS:**

- Must be able to sit for prolonged periods of time.
- Will occasionally have to lift up to 25 lbs.

**DISCLAIMER:**

The job description is not an exhaustive list of all functions the employee may be required to perform. Valley Hospitality reserves the right to revise the job description at any time. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

<b>Reviewed By:</b>	Name	<b>Date:</b>	Date
<b>Approved By:</b>	Name	<b>Date:</b>	Date
<b>Last Updated By:</b>	Kristi Hargraves	<b>Date/Time:</b>	6/14/2022