Position Announcement

**Title:** Social Media Manager  
**Entry Salary:** $60-65k commensurate with experience*

<table>
<thead>
<tr>
<th>Division:</th>
<th>Tourism</th>
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<tbody>
<tr>
<td>Location:</td>
<td>Atlanta, GA</td>
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The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development.

Reporting to the Director of Tourism Consumer Marketing, the Social Media Manager prepares and develops social media content to support and enhance Explore Georgia’s brand. In this role, you will be a proactive, thoughtful content creator with a passion for inspiring travel to and within the state of Georgia. Responsibilities include monitoring, posting to, and analyzing social media channels to drive traffic to ExploreGeorgia.org.

The ideal candidate for this position is a creative and strategic thinker with the ability to manage multiple projects effectively, from high level brand campaigns to daily social media interactions. They will offer quick and accurate advice, and drive innovation in the social space. The candidate should be able to work both collaboratively with a larger team and independently with a visitor-centered attitude. This position requires a proven ability to work both strategically and tactically, apply data and insights, and the ability to prioritize projects and resources in a rapidly changing environment.

Responsibilities include, but are not limited to:

- Develop visitor-focused social media strategies based on research and aligned to larger tourism marketing efforts
- Set key performance indicators (KPIs) for social media efforts and optimize channels accordingly
- Create editorial calendars and social media content plans, managing overall content calendar with the larger marketing content calendar
- Daily posting, monitoring, and engagement of social media platforms (specifically Facebook, Instagram, Pinterest)
- Create original posts, aligning content with visitor trends and market changes
- Communicate metrics progress to larger Tourism division and GDEcD senior leadership
- Stay on top of industry news & updates to ensure all channels are optimized
**Application Instructions:** To apply for this position, you must submit your résumé and cover letter (PDF format preferred) via the link on our careers page at [https://www.georgia.org/about-us/career-job-search](https://www.georgia.org/about-us/career-job-search). If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

**Additional Information for Applicants:** All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media

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<th>Minimum Qualifications and Competencies:</th>
<th>Preferred Qualifications:</th>
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| - Monitor the social landscape for trends and opportunities applicable to Explore Georgia  
  - Assist in the development of photo and video shoots, advising on shot lists, specs, etc. as it relates content needs  
  - Identify and secure User-Generated Content for use on social channels  
  - Work with agency of record on paid social campaigns | - Bachelor’s degree in communications, journalism, marketing or closely related field from an accredited college or university AND two (2) years of professional level related experience in marketing, communications or related industry; OR six (6) years of experience in a comparable position  
  - Expert knowledge of Facebook, Instagram, Pinterest, and YouTube, as well as understanding and curiosity for emerging platforms  
  - Expert knowledge of Meta Business Suite and Meta Business Manager  
  - Experience with Sprout Social or other social media management tools  
  - Experience with CrowdRiff or other content marketing platforms  
  - Be creative with an eye for detail and exceptional writing capabilities  
  - Strong verbal, written, and interpersonal communication skills  
  - Ability to interpret directional ideas from others and respond with compelling and insightful concepts  
  - Solid multitasking and time management skills with a capacity to meet deadlines  
  - Strong project management and organization skills with a proven ability to own and manage tasks directly |

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<th>Travel Required?</th>
<th>Nights, Weekends Required?</th>
<th>Deadline</th>
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**Preferred Qualifications:**

- Four (4)+ years of professional level experience specifically related to managing social media
- Advertising, communications, digital, or integrated marketing agency experience
- Experience in Canva and Adobe Creative Cloud
- Strong knowledge of Georgia, including major attractions, destinations, history, and natural resources

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**Nights, Weekends Required?** Occasionally

**Deadline** Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.
accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

*To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer