

Social Media Coordinator & Content Developer - Job Application

Organization: *South Central Tennessee Tourism Association*

Location: *Hybrid (1 day in office, remote for remainder)*

Employment Type: *Part-Time (12-16 hours/week)*

Compensation: *\$15 per hour*

About Us

The South Central Tennessee Tourism Association is a state-support agency responsible for promoting tourism across 13 counties in the south-central region of Tennessee. We focus on various tourism initiatives such as Experience Tennessee, the Tennessee Whiskey Trailhead, and partnerships with regional stakeholders.

Job Summary

We are seeking a creative and self-motivated Social Media Coordinator to join our team. In this role, you will be responsible for developing and maintaining social media content calendars for Experience Tennessee, the Tennessee Whiskey Trailhead, and various regional partners. This position is part-time, requiring 12-16 hours per week, with one mandatory office day each week. The ideal candidate will be savvy with Facebook and Instagram, with plans to expand into TikTok.

Key Responsibilities

1. Develop and maintain social media content calendars for Experience Tennessee, the Tennessee Whiskey Trailhead, and regional partners.
2. Create engaging and relevant content for Facebook and Instagram platforms, with plans to expand to TikTok.

3. Monitor and respond to audience interactions, comments, and messages in a timely and professional manner.
4. Develop and teach a social media "workshop" that will be given to partners and members across the region.
5. Collaborate with the marketing team and regional partners to align social media strategies with ongoing campaigns.
6. Analyze social media performance metrics to gauge the effectiveness of campaigns and adjust strategies as needed.
7. Stay updated on social media trends and best practices relevant to the tourism industry.

Preferences

- A minimum of 1-2 years of experience in social media management.
- Proficiency in using social media platforms, specifically Facebook and Instagram.
- Ability to work independently and manage time effectively.
- Strong written and verbal communication skills.
- Familiarity with social media analytics tools.
- A passion for tourism and knowledge of the South Central Tennessee region is a plus.

South Central Tennessee Tourism Association is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.