



**POSITION DESCRIPTION:**

**Social Media Coordinator**

**Job Description:** The Social Media Coordinator is responsible for creating and maintaining a strong online presence for the Red Wing Visitors & Convention Bureau. Assist with the circulation of promotional and marketing materials, and provide support to the Executive Director of the VCB.

**Essential Job Functions:** Must be proficient in MS Office and design applications. Multitasking and prioritizing are essential to the success of this role. Responsible for developing and implementing the Red Wing Visitors & Convention Bureau's social media strategy in order to increase our online presence and improve our marketing and sales efforts.

Strong customer service skills required.

Additional responsibilities include, but are not limited to:

- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Design posts to sustain readers' curiosity and create engagement
- Measure web traffic and monitor SEO
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with visitors and respond to queries
- Report on online reviews and feedback from visitors
- Develop an optimal posting schedule, considering web traffic and visitor engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective visitors, like promotions and competitions

**Qualifications:**

The candidate should have expertise in multiple social media platforms. The individual needs to have in-depth knowledge of SEO, keyword research and google analytics. The individual must have the ability to deliver creative content (text, image, video) and have familiarity with online marketing strategies and marketing channels. Must have the ability to grasp future trends in digital technologies and act proactively. Must be a team player and have outstanding writing, editing, data entry, and proofreading skills. Must be proficient in Microsoft Office and QuickBooks. 2 years experience in social media and/or marketing is required. Tourism experience is a plus.

**I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.**

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**Employee Signature**

**Date**