

# Part-Time Social Media & Marketing Job Description

FLSA Status: *Non-Exempt*

## General Definition of Work

Assist the Tourism Director in managing the visitors center in various work related activities. Work is performed under the moderate supervision of the Tourism Director or their designee. **This position is part-time position 24 hours per week.**

## Qualification Requirements

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

## Essential Functions

- Assist the Tourism Director with managing the operations of the visitor center and fill in when needed
  - Create Social Media Campaigns and Ads to promote Galax Tourism
  - Assist in advertising plans/creation for Google, Trip Advisor and Pinterest
  - Compile monthly data reports from Social Platforms and Google Analytics
  - Communicates with Virginia Tourism Corporation on updating events/listings on their website
  - Maintains events and updates on Galax Tourism website
  - Writes blogs
  - Writes articles for tourism related publications
  - Creates email blasts for tourism promotion on a bi-weekly basis during tourism season and as needed off season
  - Meets with Tourism Director for planning
  - Be available for extra hours & weekend work for large events i.e. Blue Ridge Music Center concert, July 4<sup>th</sup> parade, Smoke on The Mountain, Stories & Strings Event, Galax Fiddler's Convention, Christmas Festival and other events throughout the year. Large events require entire department to work extra hours in preparation and for event coverage. Other events may arise which necessitate additional hours.
  - Liaison with groups for Special Events i.e. GDA, VA Main Street, The Crooked Road, Blue Ridge Travel Association; Blue Ridge Parkway Association; Twin County Chamber of Commerce; Regional Connection Committee; others that may arise
- This includes attending meetings; managing press releases; updating website on these sections; attendance for events; management of event promotions; other duties related to special events in coordination with the Special Events Coordinator
- Other clerical duties as assigned

## Knowledge, Skills and Abilities

General knowledge of software including Canva, Adobe Express, Meta Business and Microsoft Office programs including, Word and Excel; strong writing and communication skills; familiarity with web design and content management programs; general administrative skills; ability to adhere to program standards; ability to resolve disputes with firmness and impartiality; ability to establish and maintain effective working relationships with participants, staff, volunteers, board of directors and the general public; comprehensive knowledge of facility rules and regulations, hours, operations, front desk administration..

## Education and Experience

Required: College degree in related field or equivalent experience; Administrative, Educational, Social Media experience; graphic design/marketing proficiency.

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## Physical Requirements

This work requires the occasional exertion of up to 40 pounds of force; work regularly requires sitting and speaking or hearing, frequently requires standing, walking and using hands to, handle or feel and occasionally requires reaching with hands and arms and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data and observing general surroundings and/or supervising activities; work has limited exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, moderate to heavy traffic).

## Special Requirements

- Possession of an appropriate driver's license valid in the Commonwealth of Virginia
- Required clearance of State Police, and FBI Background checks