

Social Media Strategist

Destination Panama City - Panama City, FL

\$30,000 a year

Social Media Strategist

The Social Media Strategist will be responsible for the complete social media management of Destination Panama City social media platforms under the direction and supervision of the President & CEO. The Social Media Strategist will ensure that all social media platforms directly support ongoing Marketing and Public Relations initiatives. This position requires extensive community engagement, attendance at community events both within and outside normal business hours, and travel to work brand activations in target markets.

General Scope of Duties:

- Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across all Destination Panama City brands and products.
- Responsible to work collaboratively with Marketing and Public Relations teams to ensure a unified, definitive and distinct digital persona representative of the Destination Panama City brand.
- Create compelling digital campaigns and strategies that propel awareness of Destination Panama City as a premier destination within key markets.
- Responsible to ensure all social media platforms are optimized for SEO using industry standards and targeted key words.
- Responsible to assist in the development of annual research needs assessment for potential inclusion in the research budget while ensuring goals, objectives and performance metrics are incorporated into all marketing campaigns and programs.
- Responsible to maintain proposed content calendars and scheduled social media posts to ensure placement and frequency as warranted by engagement.
- Responsible to aid in the development and distribution of original creative content related to the Panama City visitor experience to more effectively market Panama City and enhance the perception of Panama City as a tourist destination.
- Responsible to assist in the coordination of marketing, public relations, and social media committee meetings.
- Responsible to actively monitor Destination Panama City social platforms and engage with followers.
- Responsible for identifying, following, and engaging Influencers and Industry trends.
- Responsible for generating monthly reports summarizing social media activities; including detailed analytics and insights for all social media platforms.
- Responsible for graphic design projects as assigned including but not limited to digital and print media projects as directed by the President & CEO.
- Responsible for ensuring that all materials and creative uphold brand standards.
- Responsible for communicating daily with the President & CEO regarding performance of social media posts.

Other Duties:

The Social Media Strategist will perform other assignments as instructed by the President/CEO of the Panama City Community Development Corporation.

Qualifications & Skills:

- Must possess the ability to portray and project a professional image.

- Must possess the ability to exercise initiative, good judgment, and tact when representing Destination Panama City (PCCDC).
- Must possess a Florida driver's license. Travel is required in the performance of regular duties.
- Must be able to work all Destination Panama City events and community related events as directed by President & CEO.
- Must be able to attend out of market brand activations as directed by President & CEO.
- Must possess the ability to effectively communicate through excellent written and verbal means.
- Must possess strong interpersonal skills and have demonstrated attention to detail.
- Must be able to work independently and as part of a team.
- Must be able to analyze project needs, multi-task, be results-oriented especially in terms of selling and marketing the destination.
- Must possess above average to excellent computer skills; proficiency in Adobe systems such as Photoshop, WordPress, and Microsoft Office is required.
- Must have earned a bachelor's degree from an accredited college or university in marketing, communication, journalism, graphic design or have commensurate experience in a directly related field.
- Must have documented experience in social media management.
- Preferred prior experience with destination marketing or management.

Application Packages MUST include the following for consideration:

- Cover Letter
- Resume
- Minimum of five (5) professional references
- Samples of graphic design work
- Samples of social media posts; engagement
- Original written work of no more than 600 words entitled, "A Perfect Day in Panama City"
- Email complete application to jennifer@destinationpanamacity.com

Job Type: Full-time

Salary: \$30,000.00 /year – This position is salaried with no overtime compensation.

Job Location:

- Panama City, FL 32401

Required education:

- Bachelor's

Required experience:

- Social Media Marketing: 2 years
- Social Media: 2 years

Required license or certification:

- Driver's License