



Explore Newnan-Coweta, Inc.

P.O. Box 839

Newnan, GA 30264

www.explorenewnancoweta.com

info@explorenewnancoweta.com

Position: Social Media & Marketing Coordinator

Salary/Pay Rate: Based on experience

Benefits: Full medical, dental & vision + 401k match

Job Type: Full time

Reports to: Marketing Manager/President & CEO

Organization Information: As the official destination marketing organization of Coweta County, GA, the mission of Explore Newnan-Coweta is to generate economic development for the county by effectively marketing the community as a preferred tourism, tournament and meeting destination. Our office also assists visitors with information regarding lodging, attractions, events or just general inquiries about the destination.

Summary Description: The purpose of this position is to assist the Marketing Manager in managing resources and information for social media, marketing and public relations purposes. The Coordinator will play a hands-on role in sourcing and curating engaging content, supporting the creation of assets as well as building and maintaining strong relationships with local partners. The position also maintains current information concerning event listings, businesses, hotels, attractions, meeting spaces and facilities in our CMS.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manages social media sites and content
- Curates/develops content, graphics and assets for the website, newsletters and social media
- Maintains a working knowledge of tourism inventory including accommodations, retail, restaurants, attractions, events, exhibits, and other related businesses
- Maintains current hotel, event and attraction information in ENCI's shared reference files, social media database and CMS
- Responds to partner inquiries and requests.
- Reviews and updates ENCI information on relevant industry/visitor websites
- Participates in meetings with vendors for content and asset creation/management, program updates and advertising/PR strategy
- Supports the sales department by assisting with the preparation of promotional items, content curation or asset procurement
- Reviews and edits written materials (blogs, press releases, etc.) submitted by partner agencies and others
- Maintains and updates newsletter distribution databases
- Maintains and organizes ENCI asset libraries within cloud-based software
- Represents ENCI at local events and community functions as required
- Performs other duties as assigned by the Marketing Manager



MINIMUM QUALIFICATIONS

- Bachelor's degree, preferably in marketing, public relations, communications or related field
- Proficiency in management of social media channels
- Proficiency in content creation
- Familiarity with email marketing and social media management software
- Must possess exceptional organizations skills with ability to multi-task; ability to deal with all levels of personnel in a courteous manner; maintain effective working relationships with those contacted in the course of work.
- Must possess the ability to work independently with minimal supervision, effectively managing time, priorities and responsibilities while maintaining high-quality results

PREFERRED QUALIFICATIONS

- 1-2 years of experience
- Proficiency in software such as Crowdriff, SproutSocial, Photoshop, InDesign and Canva
- Knowledge of office procedures, methods, and equipment; must have thorough knowledge of proper phone etiquette and administrative procedures.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Employee must be committed to a high standard of safety and be willing to comply with all safety laws, policies and rules and must be willing to report or act on safety violations and potential safety violations to appropriate supervisory personnel.

Employee is expected to meet attendance standards as determined by management. Employee must be available to work on a full-time basis according to the assigned schedule. Must be available and willing to work overtime (including nights/weekends) as determined by management as necessary to meet the business needs.

The employee will perform most duties in a typical office environment but will require working outdoors and walking distances. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Job will require local travel and on occasion, regional travel and overnight stays.

Please send resume and cover letter to info@explorenewnancoweta.com. Job will be open until filled.