

SOCIAL MEDIA MANAGER

Richfield Heritage Preserve is looking for an individual with social media management experience to lead and manage our social media platforms which include: Facebook, Instagram and YouTube. The successful person must have excellent communication and writing skills, the ability to create and execute content, interact and respond to followers, manage Instagram/Facebook Stories creation, support posts with creative graphics and more.

This position is a career-building experience for some or a fun experience for a retiree or someone who wants to invest their time to see our park succeed. The successful candidate may spend between 5-10 hours a week depending on his/her investment of time.

Primary Responsibilities

We are looking for an individual who is ready to do the following:

- Create and curate content that is engaging, unique, authentic and relatable.
- Leverage user-generated content into the RHP social media content in unique ways.
- Be responsible for the ideation, feedback, and insight across all social programs.
 - Manage social content so it drives social buzz: sentiment, engagement, mentions, and impressions.
 - Actively participate in the ideation phase of campaign brainstorming, ensuring that the best big ideas bubble up, with social in mind.
 - Create engaging videos and content to post on RHP YouTube channel, and Facebook and Instagram Stories.
 - Create unique and engaging media to be used for Facebook, YouTube, and Instagram.
 - Work with the Marketing team to execute effective marketing campaigns across all platforms.
 - Collaborate with the Park Director and other teams to coordinate and amplify marketing campaigns while ensuring the park vision and brand is positioned to succeed.

Qualifications:

- 1-3 years experience in a social media management role.
- Knowledge and experience in the tenets of traditional marketing.
- Bachelor's Degree in Marketing, Business, Advertising, Communications, Journalism/English or technology-related preferred.
- Creativity and immersion in social media, with in-depth knowledge and understanding of social media platforms.
- Ability to work with a variety of partners and team members across different projects.

- Highly self-motivated, self-starter, problem-solving abilities.

Preferred Skills

- Strong time management, communication, and organizational skills.
- Excellent writing and language skills.
- Electronic graphic design experience a plus.
- Experience or willingness to learn Eventbrite and other content creation apps/sites to promote park events.

TO APPLY:

Please submit your cover letter and resume to RHP Park Director David Green at park-director@rjrd.org