

# City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave  
(505) 955-6597 Fax (505) 955-6810

[www.santafenm.gov](http://www.santafenm.gov)



**POSITION TITLE** Social Media Coordinator (2253)  
**DEPARTMENT** Tourism  
**PERIOD TO APPLY:** 3/16/2018-4/16/2018  
**SUPERVISOR:** Department Director

**SALARY RANGE:** \$14,641-26,452 (H)  
**FLSA/UNION STATUS:** Exempt/Nonunion  
**POSITION STATUS:** Exempt/Full-Time  
**LOCATION:** Convention Center

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## GENERAL DESCRIPTION

The Social Media Coordinator is responsible for daily social media posts and engagements that will include writing, photography, and videos to all applicable social media outlets. Coordinates the marketing calendar with online activity, tracking social media influence measurements, partnering with other departments to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple networks, preparing reports to update internal staff on usage statistics, and continuous monitoring and coverage of all sites.

This position also requires the participation in researches in order to understand the target market; and, once established executes strategies and plans to meet the demands of the target market using the benefits of social media.

## SUPERVISION RECEIVED

Works under the direct supervision of the Director of Marketing.

## SUPERVISION EXERCISED

None

## NATURE OF WORK

**ESSENTIAL FUNCTIONS:** *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Develops and leads social media programs in order to build destination awareness.

Evaluates social media trends and works toward employing appropriate strategies.

Creates and implements social media strategies in accordance with department policies.

Develops strategic and innovative methods of growing and engaging fan base.

Prepares and edits publications for social media websites.

Develops unique and compelling content for social media channels.

Conducts marketing social media activities.

Aids in the management of social media campaigns.

Identifies opportunities for the department to expand its marketing efforts through social media.

Collaborates with cross-functional teams in order to develop social media marketing and communications strategies.

Sets up and optimizes target market engagement with the use of high impact photography and video in order to increase visibility.

Moderates user-generated content to ensure accuracy and appropriateness.

Builds meaningful connections between pictures and content.

Monitors benchmarks for measuring impact of social media activities.

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Writes reports on the effectiveness of social media marketing programs.

Analyzes performance of social media marketing practices and procedures.

## **MINIMUM QUALIFICATIONS**

## **EDUCATION AND EXPERIENCE**

Bachelor's Degree in marketing, journalism or media; three (3) years demonstrated experience in Social Media use and implementation, which will include photography and/or video experience; or, any combination of education and experience from an accredited university or college and/or direct experience in this occupation totaling seven (7) years. Bachelor's Degree in marketing, journalism or media is preferred.

## **ADDITIONAL REQUIREMENTS**

None.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of social mediums such as Facebook, Twitter, Instagram, Pinterest, LinkedIn and others as appropriate; and, creating engaging and strategic content for social channels.

**Skill in** Internet use, "Internet savvy"; verbal and written communication to include proofreading; interacting with the public with demonstrated Social Media Expertise – Twitter, Facebook, LinkedIn, Google+, Pinterest, YouTube, Instagram, Tumblr, Forums, etc.; and, networking and making presentations. Highly skilled in building and managing creative marketing campaigns and strategies.

**Ability to** pay attention to detail using superior organizational skills; work in a dynamic team environment; perform brainstorming activities and create compelling content; and, work independently.

## **PHYSICAL DEMANDS/WORK ENVIRONMENT**

Incumbent of the position performs in a typical office setting with appropriate climate controls. Requires community outreach; meeting with the public; periodic walking, standing, stooping, sitting, reaching in normal course of performing essential duties; talking, hearing and seeing; common eye, hand, finger dexterity; application of mental faculties utilizing memory for details, verbal instructions, discriminating thinking and creative problem solving; periodic local travel; and, use of computer, telephone, calculator, fax and copy machine.

## **ADA/EEO Compliance**

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

## **VETERAN'S HIRING INITIATIVE**

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

**Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.**