



Greater Wichita
Partnership

GREATER WICHITA PARTNERSHIP

Social Media Manager

August 2022

ABOUT THE GREATER WICHITA PARTNERSHIP

The mission of the Greater Wichita Partnership (Partnership) is to align resources and focus the business community on common strategies that fast-forward economic growth in Wichita and South-Central Kansas. The Partnership focuses on three key priorities: jobs, talent, and quality of place.

ABOUT DOWNTOWN WICHITA

Downtown Wichita (Downtown) amplifies the energy, capital and growth of downtown by empowering residents, visitors, and businesses to explore the possibilities of our city's core. The mission is to cultivate opportunities that revitalize and enhance Wichita's urban core as we collaborate with stakeholders to stimulate investment and interest in downtown.

POSITION DESCRIPTION

The Social Media Manager is responsible for developing and implementing social media marketing strategies that align with the Partnership's overall communications strategies that aid in the growth and vitality of the Greater Wichita Region. The individual will develop and manage social media marketing strategies to achieve the Partnership and Downtown's overall communications goals.

The Social Media Manager supports the Partnership's communications and marketing team by creating digital marketing initiatives designed to drive engagement and awareness of the Partnership's projects and goals, including:

- Developing and implementing social media marketing strategies to extend audience reach and engagement on all social media platforms.
- Developing and managing original compelling content for the Partnership and Downtown's various social media accounts including Facebook, LinkedIn, Instagram, Twitter, TikTok, YouTube and Vimeo.
- Developing on-brand social media campaigns that tie into the overall communication goals for the organization.
- Working with various internal and external teams to achieve outcomes.
- Proactively researching content, trends, upcoming platforms, and market changes.
- Developing strategies to ensure the organization's competitive advantage is maintained and that the needs and values of community are met and upheld.
- Leading the reporting and monitoring of social media metrics on multiple platforms for multiple brands, including but not limited to SEO and web traffic metrics.



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- Collecting and analyzing marketing/campaign data to help improve web traffic, increase brand awareness, track successful engagement, and attain social media marketing goals.
- Crafting engaging content as applicable to the audience and platform, which could include both formal and informal messaging.
- Providing on-site coverage of events to capture and share real-time social media updates.

Successful integration and collaboration with other Partnership and Downtown areas is critical to achieve the overall organizational mission. This role reports to the EVP of Strategic Communications and collaborates across the entire organization.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES

- Bachelor's Degree in Integrated Marketing/Communication/Journalism
- 2-4 years' experience in social media management
- Expertise in creating visual content such as photos and videos
- Experience with development of brand voice and brand alignment across multiple channels and platforms
- Experience with Adobe Creative Suite
- Expertise in Google Analytics
- Expertise in content planning, monitoring/reporting of KPIs and creation of unique and engaging content
- High level of initiative with ability to self-motivate, and highly detail oriented
- Ability to work in a fast-paced environment
- Strong organizational and proofreading skills
- Strong verbal and written communication skills
- Strong skills with Microsoft Office Suite
- Competent at handling confidential information in a discreet manner
- Strong Skills in social media resources such as HubSpot, Sprout, Hootsuite, etc.
- Valid driver's license



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WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

Works tasks are generally performed in a controlled, office environment using computers and other office equipment. The role requires the employee to:

- Stand and walk daily basis
- Sit or stand for long periods of time
- Occasionally bend, stoop, squat, and twist
- Occasionally lift and carry up to 25 pounds and push or pull up to 50 pounds
- Visualize a computer screen on a daily basis
- Talk with and listen to others on a daily basis

Works outside of core business office hours as needed.

COMPENSATION AND BENEFITS

Compensation is commensurate based on experience and qualifications. The position is not eligible for overtime compensation, but every effort is made to recognize excess time worked and adjust schedules accordingly when work allows.

Benefits package includes company-sponsored health and dental insurance plan, paid sick leave, vacation time and holidays and an employer-paid life and long-term disability insurance plan.

Employee can also participate in 401(K) retirement savings plans with an employer match. The Greater Wichita Partnership is an equal opportunity employer.

Please include resume, cover letter and references.

Job Type: Full-time

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Life insurance
- Paid time off
- Retirement plan

Schedule:

- 8-hour shift



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Ability to commute/relocate:

- Wichita, KS 67202: Reliably commute or planning to relocate before starting work (Required)

Education:

- Bachelor's (Required)

Experience:

- Social media management: 2 years (Required)
- Adobe Creative Suite: 2 years (Required)
- Google Analytics: 2 years (Required)
- Social media resources (HubSpot, Sprout, Hootsuite, etc.): 1 year (Required)

Work Location: One location

Please include resume via email only and preferably in pdf format to – client.connect@aghlc.com.