



SOCIAL MEDIA & ADMINISTRATIVE SPECIALIST

Town of Culpeper

Salary Range - \$45,404.17 - \$72,646.67

The Town of Culpeper's Tourism & Economic Development Department is seeking qualified applicants for a Social Media & Administrative Specialist.

Primary functions include: work in a collaborative team environment to disseminate information to key stakeholders, execute a strategic social media plan, assist in the development of messaging for use inside and outside of the organization, day-to-day administrative work reconciling budget and department data accounts and reports, and coordination of the Visitor Center operations.

- **Social Media:**
 - Serve as brand specialist by overseeing and coordinating social properties – including channel moderation, brand-to-consumer engagement, and strategic campaign amplification.
 - Assist Marketing and Communications Manager and Department Director in the development of engaging content for each social channel.
 - Assist Marketing and Communications Manager and Department Director in curating and developing monthly social reports to accompany the department's monthly media status reports.
 - Monitor comments across all social channels and respond in a timely manner.
 - Amplify branded consumer initiatives through creative social media campaigns.
 - Assist Marketing and Communications Manager and Department Director with drafting and maintaining social editorial calendar to align with brand guidelines and creative platforms.
 - Scout social media influencers and coordinate their contracts and itineraries.
- **Administrative:**
 - Providing support to visitor center; receiving and processing incoming requests; preparing and maintaining manual and computerized records.
 - Assists Director with on-going projects. This includes tracking data, processing invoices, maintaining files and contracts.
 - Manages scheduling of Visitor Center Assistants.
 - Prepares, processes and maintains a variety of documents including timesheets, leave records, invoices, purchase orders, payroll records, comp time sheets, training records.
 - Provides front desk coverage as needed on weekends, when Visitor Center Assistants are unavailable.
 - Provides information to citizens, visitors and employees.
 - Checks and reviews a variety of information for accuracy, completeness and conformance to established standards and procedures.
 - Collects and prepares data for records and reports.
 - Assists with records management duties.

- Makes arrangements for meetings, classes, conferences and staff travel.
- Assists with the preparation of a variety of reports, including grant performance and reconciliation reporting.
- Coordinates the ordering of brochures from regional and state vendors including Visitor Centers, accommodations, attractions, and events. Support the Visitor Center Assistants on accurate inventory of local brochures and outside vendors.

Skills & Qualifications: Candidate must have thorough knowledge of methods, approaches and procedures involved in marketing/communications programs; thorough knowledge on established and emerging social media platforms, including Facebook, Twitter, Instagram, Pinterest, YouTube, reddit, TikTok, and others; knowledge of social scheduling and visual planning platforms; thorough knowledge of standard office practices, procedures, equipment and administrative techniques; general knowledge of the organization and functions of the office or department; analytical and reporting skills; editing and proofreading skills; verbal and written communication skills; ability to work on multiple projects simultaneously; ability to think both creatively and strategically; ability to maintain office records and to prepare accurate reports; ability to collaborate in a team environment; ability to work independently; and ability to establish and maintain effective working relationships both internally and externally.

Education & Experience: Any combination of education and experience equivalent to a Bachelor's degree in marketing, business administration, or related field and some experience in marketing/communications, social media community management, and/or content marketing.

Application and complete job description are available at

<https://selfservice.culpeperva.gov/ess/employmentopportunities/default.aspx> . Open until filled.

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