



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: SOCIAL MEDIA MANAGER

BARGAINING UNIT: CIV MANAGEMENT **CODE NUMBER:** 0520

PAY RANGE CODE: 9.1 MC **REVISION DATE:** 2/4/16

NATURE OF WORK:

The work of this classification involves the creation and implementation of social media strategy. This position assists with content creation across multiple platforms. An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Creates a comprehensive social media strategy that promotes the Omaha metro area as a visitor destination.

Creates content for a variety of platforms including but not limited to, the Omaha Visitor Guide, Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn, and Visit Omaha website.

Curates shareable content by managing and maintaining the Omaha Convention and Visitors Bureau (OCVB) calendar of events.

Implements and manages all social media programs for OCVB.

Monitors online conversations and engages when appropriate.

Investigates and implements new social media channels as dictated by consumer trends.

Tracks and measures social media statistics and their impact on the overall marketing efforts.

Strengthens social media relationships with tourism partners.

Creates talking points for public appearances.

Monitors social media tools, trends, and applications and appropriately applies that knowledge to increasing the use of social media among employees at OCVB.

Participates in professional associations that will increase understanding of social media tools, techniques, and applications.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of and ability to effectively navigate social media networks and websites.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to create effective content and other promotional pieces designed to attract visitors to the area.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in public relations, communications, journalism or a related field

AND

Three (3) years of related professional experience in mass communications, journalism, marketing, or a related field.

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):