



Social Media & Digital Marketing Manager

Position Description

DESCRIPTION

Bay View Collection, a growing hospitality company, is looking for an enthusiastic, eager, and creative Social Media/Digital Marketing Coordinator. Bay View Collection is a group of distinctive luxury boutique hotels located in Camden, Maine that includes the Lord Camden Inn, Grand Harbor Inn, 16 Bay View, and soon, the all new Rockport Harbor Hotel.

The Social Media & Digital Marketing Manager will be responsible for managing, creating and implementing the social media, digital content, and some printed collateral initiatives for the Bay View Collection. Our digital marketing initiative should focus on building strong relationships with our customers and guests online, showing genuine care with each and every tweet, post, comment, email campaign and website content.

This individual should have an entrepreneurial spirit, the ability to work independently, and an enthusiasm for customer care. Ideally you have a way with words, design skills and knowledge of Photoshop, Illustrator, InDesign and WordPress, the ability to multitask, confidence in speaking in our brand voice (don't worry, we'll teach you), and are comfortable working with various departments and staff within our hotel group.

RESPONSIBILITIES

Working under the direction and supervision of our Director of Marketing, responsibilities would include, but are not limited to:

- Develop content (photography, video, etc.) to activate across all social media and digital channels;
- Manage day-to-day social media activities including planning and implementing an editorial calendar, creating content to support daily posts and responding to consumer inquiries on all property-based Social Networks (Facebook, Twitter, Instagram, YouTube, etc.);
- Update hotel Wordpress websites on a regular basis ensuring images, editorial, events and packages are up-to-date and accurate;
- Create and execute consistent email marketing campaigns for the hotels that support and promote various promotions, sales, packages and events;
- Interacting with customers, partners, fans, influencers and bloggers to cultivate engaged social communities, offer customer service and drive SEO and referral traffic;
- Become an advocate of the Company in social media spaces, engaging in dialogues and answering consumer questions and complaints in a timely and professional manner;
- Create a monthly blog post for both the hotels that actively engages its audiences, provides relevant information, and enhances SEO;
- Monitor trends in social media tools and applications, testing new ideas and platforms and measure results;
- Use social media to identify trends, problems and areas of opportunity to positively impact the customer/guest experience.
- Create promotional flyers and posters and other collateral signage for hotel events, packages and promotions;
- Collaborate with Director of Marketing to promote any relevant press mentions or newsworthy content;
- Ensure consistency of messaging across all social networks and digital channels;
- Attend social media and digital marketing seminars to stay current on the latest trends and best practices;

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REQUIREMENTS

- 1-2 years proven work experience in digital, social marketing/advertising;
- Bachelor's degree in Hospitality, Marketing, Advertising, and/or Communication is preferred or an equivalent amount of knowledge and work experience;
- Strong analytical skills and data-driven thinking;
- Have a strong interest in photography/video production with a creative eye, and must be comfortable on camera, shooting and posting live videos, stories and tutorials;
- Up-to-date with the latest trends and best practices in online marketing and measurement;
- Have moderate InDesign, Illustrator, Photoshop, and/or photo editing software skills;
- Experience managing Facebook, Twitter, Instagram and other social media platforms;
- Knowledge and prior experience of Web Content Management Systems such as Wordpress;
- Excellent communication skills, including the ability to carefully edit and monitor text for correct grammar and punctuation;
- Ability to work in a fast-paced environment and learn quickly;
- Strong time management skills required and the ability to meet deadlines;

Bay View Collection is an Equal Opportunity Employer (EOE).