



Company: Newport Beach & Company/Visit Newport Beach

Job Title: Social Media Manager

Reports to: Senior Brand Director

Summary of Position:

About Newport Beach & Company:

Newport Beach & Company/Visit Newport Beach is the global marketing agency for the city of Newport Beach charged with inspiring travel to the destination. The organization is seeking a dynamic full-time social media manager to bring the Newport Beach story to life across social media platforms.

About You:

You are a content-obsessed creator and storyteller that would love to skyrocket Visit Newport Beach's (@VisitNewportBeach) presence across all social media platforms. You are a self-starting, multi-tasker that loves a fast-paced environment and can juggle multiple (very fun!) projects at a time. You can tell a story both with copy and content and have an impeccable artistic eye. You are a team player but love to work solo, all with a positive mindset. You know what's trending at all times and have affinities toward travel and luxury. You have the ability to communicate an overarching brand voice across multiple platforms, implementing quality benchmarks and building communities with your engaging content and strategies. You are an analytical thinker with a laser focus on details, insights, and KPIs.

Duties and Responsibilities Include (but not limited to):

PLATFORM PROGRAM MANAGEMENT

Oversee and optimize platform-specific programs on social media.

- Set and manage platform objectives, defining clear goals for each social platform.
- Identify and target specific markets on each social platform, aligning with our overall objectives.
- Utilize platform insights to prioritize and leverage opportunities for enhancing our social presence.
- Orchestrate a comprehensive content calendar, ensuring strategic deployment across social platforms.
- Define and manage key performance indicators (KPIs) to measure and gauge success on social platforms.

CONTENT STRATEGY AND CREATION

- Craft compelling content strategies and ensure timely delivery.
- Strategically plan and communicate content priorities.
- Select and deploy content based on social and platform objectives.
- Oversee a team of freelance content creators, coordinating weekly shoots and ensuring on-brand and on-time content.
- Demonstrate proficiency in ideating, capturing, and editing various content formats, including video, graphics, and photos.
- Craft engaging and tailored copy for each channel.

COMMUNITY ENGAGEMENT

- Drive community interaction and response initiatives.
- Identify and analyze follower profiles, users we follow, and our target audience.
- Ensure that our social media content attracts and engages our desired target market.
- Facilitate two-way conversations to foster engagement within the community.

SOCIAL MEDIA MANAGEMENT

- Efficiently manage day-to-day operations across social media platforms.
- Oversee brand presence on Instagram, TikTok, Meta, X, Pinterest, and YouTube.
- Manage social media assets, ensuring proper usage and storage.
- Track and communicate social media-related KPIs to stakeholders.
- Adhere to the social media style guide, maintaining a unified brand voice and aesthetic.
- Proactively and reactively handle influencer relations, negotiating partnerships and coordinating visits.
- Strategically plan, execute, and optimize paid social media campaigns for increased engagement and ROI aligned with marketing objectives.

Qualified Applicants Will Have:

- Must reside in Orange County, California and must have understanding of Newport Beach
- 3+ years of agency or in-house social media management building a community, creating content, engaging and growing audiences.
- Bachelor's degree in marketing, communications, hospitality or related field
- Relationships with influencers and content creators
- Experience managing Instagram, TikTok, Facebook, Twitter, and Pinterest platforms
- Video production and video editing experience
- Photography and photo editing experience
- Experience with social listening and analytics tools
- Voracious news and content consumer with a finger on the pulse of happenings in the world, with social media/internet culture and the latest in industry trends
- Content creator, multi-tasker, self-starter, team-player, quality enforcer and grammar police

Preferred:

- Luxury sector experience or brand building

Benefits:

- Hybrid Work Environment
- 401(k) voluntary employee contribution with up to 5% company match
- 401(k) automatic 3% profit sharing (no-match required)
- 9/80 Flexible schedule
- Flexible Spending Account
- 100% Company-Paid Health Insurance (employee only)
- Dental insurance
- Vision Insurance
- Life Insurance
- Disability Insurance
- Paid Time Off
- New Employee Referral Program
- Education/Tuition Reimbursement
- Wellness Benefit
- Stay & Play Benefit
- Work Cell Phone
- Home Internet Stipend
- Compensation level contingent upon experience and qualifications

Schedule: Monday to Friday with an optional 9/80 Schedule (every other Friday off)

Work Location: Hybrid – 3 office days in Newport Beach are required per week.

Salary: \$75,000-\$78,000

How to Apply:

Email your resume and portfolio to jobs@visitnewportbeach.com and include 'Social Media Manager' in the subject line. Candidates will not be contacted unless considered for next steps in the interview process. No phone calls, please.
