



CAREER OPPORTUNITIES

POSITION: Social Media Manager

SALARY: \$68,461.00 - \$106,058.00 Annually

OPENING DATE: 01/10/18

CLOSING DATE: 01/19/18 05:00 PM

GENERAL INFORMATION:

Are you a master wordworker, community wrangler and social alchemist? Do you know how to navigate Facebook insights, can you identify an Instagram filter at a glance, do you frequently brainstorm in 140 characters? If you're a strategic thinker that can apply tactical skills to our Port of Portland and PDX airport channels to implement creative campaigns, craft compelling content, build brand awareness and stay ahead of the curve in social media then this might be the job for you.

SUMMARY OF ESSENTIAL RESPONSIBILITIES:

- Lead social media strategy for execution for all Port of Portland social media channels including developing a strategic plan for advertising and marketing opportunities
- Participate in the development of new strategies aimed at increasing engagement, fostering community, and building and maintaining positive audience perception of our brand
- Provide ongoing training to customer service teams to ensure consistency of brand tone and voice in PDX Airport social media channel communications with travelers
- Work in collaboration with Port media and creative teams, to create robust communication initiatives, messages and/or creative approaches for our programs and activities across our digital content platforms and social media channels
- Partner with Port business leaders to design social media advertising strategies to meet business priorities, such as B2B marketing or recruiting objectives
- Develop and maintain an annual editorial content calendar for digital communication channels
- Set clear goals and objectives to track social growth/impact through consistent and considered analysis of key metrics (KPIs) to gauge effective ROI of social media efforts
- Produce accurate and timely reports on performance of online channels, promotions and campaigns and adjust and refresh tactics based on analyses to maximize results
- Develop and maintain promotions and initiatives such as contests, events and surveys
- Listen and respond to community members: participate in public conversations, answer direct questions, correct misinformation and address problems quickly as they arise
- Monitor ongoing social and cultural conversations to identify and implement "real-time" opportunities to amplify the Port's voice
- Identify threats and potential reputation management issues in user-generated content surrounding the Port
- Report feedback themes, escalate breaking stories and urgent issues to appropriate staff
- Identify and improve organizational development aspects that would improve content and social media engagement
- Develop proactive process to capture positive and loyal customer and stakeholder feedback

- Demonstrate ongoing industry expertise and understanding of trends, best practices and relevant competitor activities

MINIMUM REQUIREMENTS:

- BA/BS degree in communications, journalism or related field
- Minimum 5-7 years professional experience in social media and web content development in support of product, brand, marketing and/or public relations initiatives; or the equivalent combination of education and/or relevant experience
- Experience in developing and implement social media plans and strategies to build brand awareness, support business objectives and foster community engagement
- Advanced knowledge of digital and social media platforms including Facebook, Twitter, Instagram and LinkedIn (including digital advertising and KPI tracking and analysis)
- Experience and superior knowledge in social media landscape, trends, networks and tools
- Knowledgeable of Wordpress and/or other content management systems
- Familiarity with Adobe Creative Cloud using relevant tools related to creation and production of digital audio/visual content
- Principles of search engine optimization (SEO) and "Search and Social"
- Strong familiarity with Microsoft Office suite of products
- Digital video/audio creation and production experience is desirable
- Experience with photography especially for digital content creation a plus

SKILLS AND ABILITIES:

Skilled in the following areas:

- Written and verbal communication skills with specific experience interacting with bloggers and other social media influencers
- As a spokesperson for a public agency on social channels, responding to questions and issues
- Team player with demonstrated skills in working with creative teams to develop creative audio/visual content
- Multi-tasking, highly organized and can perform well under pressure and shifting deadlines

Ability to:

- Occasionally travel domestically for events
- Serve as on-call resource for urgent alerts and social media postings via cell phone daily, weekends as assigned and outside of office hours during the week when primary on-call Public Information Officers are unavailable
- Demonstrate the Port's commitment to valuing differences among individuals and passion for being inclusive

ADDITIONAL INFORMATION:

- Diversity and Inclusion: At the Port, we don't just accept difference; we value and support it to create a culture of inclusiveness and fun. We are proud to be an Equal Opportunity Employer.
- EEO/Affirmative Action Policy Statement: The Port of Portland is dedicated to maintaining and improving a work environment, which extends equal opportunity to all individuals, regardless of their race, color, sex, age, religion, national origin, marital status, veteran status, disability or sexual orientation. Employment decisions shall be made in such a manner as to further the principle of equal employment opportunity and to comply with state, federal and local laws. We affirm through this policy statement our continuing commitment to the principles of nondiscrimination and affirmative action.
- Veterans Preference: Under Oregon law, qualified veterans may be eligible for veterans preference when applying for Port of Portland positions. If you are a veteran and would

documents as instructed during the application process.

- **Background Checks and Drug Testing:** The Port of Portland will conduct background checks and/or drug tests for positions where such tests are required by regulation and for other highly sensitive positions.
- **ADA Accommodation:** Accommodations will be considered for applicants or candidates with a qualifying disability that prevents them from participating in this process. Accommodations will be made where the Port can reasonably do so without imposing an undue hardship on the business or compromising the integrity of the recruitment process. An applicant with any disability who believes that he or she needs an accommodation should contact Human Resources at 503.415.6690

APPLICATIONS MAY BE FILED ONLINE AT:
<http://www2.portofportland.com/Careers>

Position #00812
SOCIAL MEDIA MANAGER
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7200 NE Airport Way
Portland, OR 97218
503-415-6000

Social Media Manager Supplemental Questionnaire

- * 1. How many years of experience to you have in the field of social media developing and implementing strategies?
 - 5-7 years
 - 7-10 years
 - More than 10 years
- * 2. Do you have experience with Wordpress?
 - Yes
 - No
- * 3. Are you familiar with Adobe Creative Cloud?
 - Yes
 - No
- * 4. Are you familiar with SEO?
 - Yes
 - No
- * 5. Please indicate the platforms you have advanced knowledge of:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- * Required Question