

# ***SOCIAL MEDIA & CONTENT MANAGER***



## ***JOB OVERVIEW:***

The Social Media and Content Manager's primary role is to develop, implement, and manage social media and content strategies and campaigns across all platforms for AREA15, Wink World, Wild Muse, and other AREA15-owned businesses. Day-to-day responsibilities include creating and posting unique, engaging, and brand-centric content on Instagram, Tiktok, Facebook, Twitter, Youtube, and LinkedIn to drive engagement, grow audiences, drive revenue and promote ongoing events, programming, activations, and experiences. This role will engage with social media influencers and tastemakers to develop curated content to reach new audiences and establish brand partnerships to build awareness around AREA15 in new markets. Creative strategy & content creation is essential to this position while applying analytics & internal business and revenue goals and key KPI's.

Critical to the role is creativity, innovation, a self-starter, and staying up to date on emerging Social Platforms, seeking ways to expand AREA15's reach and influence across all digital platforms. Also critical to this role is communicating, building the brand through tone, voice, and visually arresting content.

## ***PLANNING & MANAGEMENT***

- Responsible for all social media content, creation and posting across all channels of AREA15, Wild Muse, and Wink World.
- Plan, curate, and schedule monthly editorial content calendars based on upcoming events, programming, announcements, business goals and objectives.

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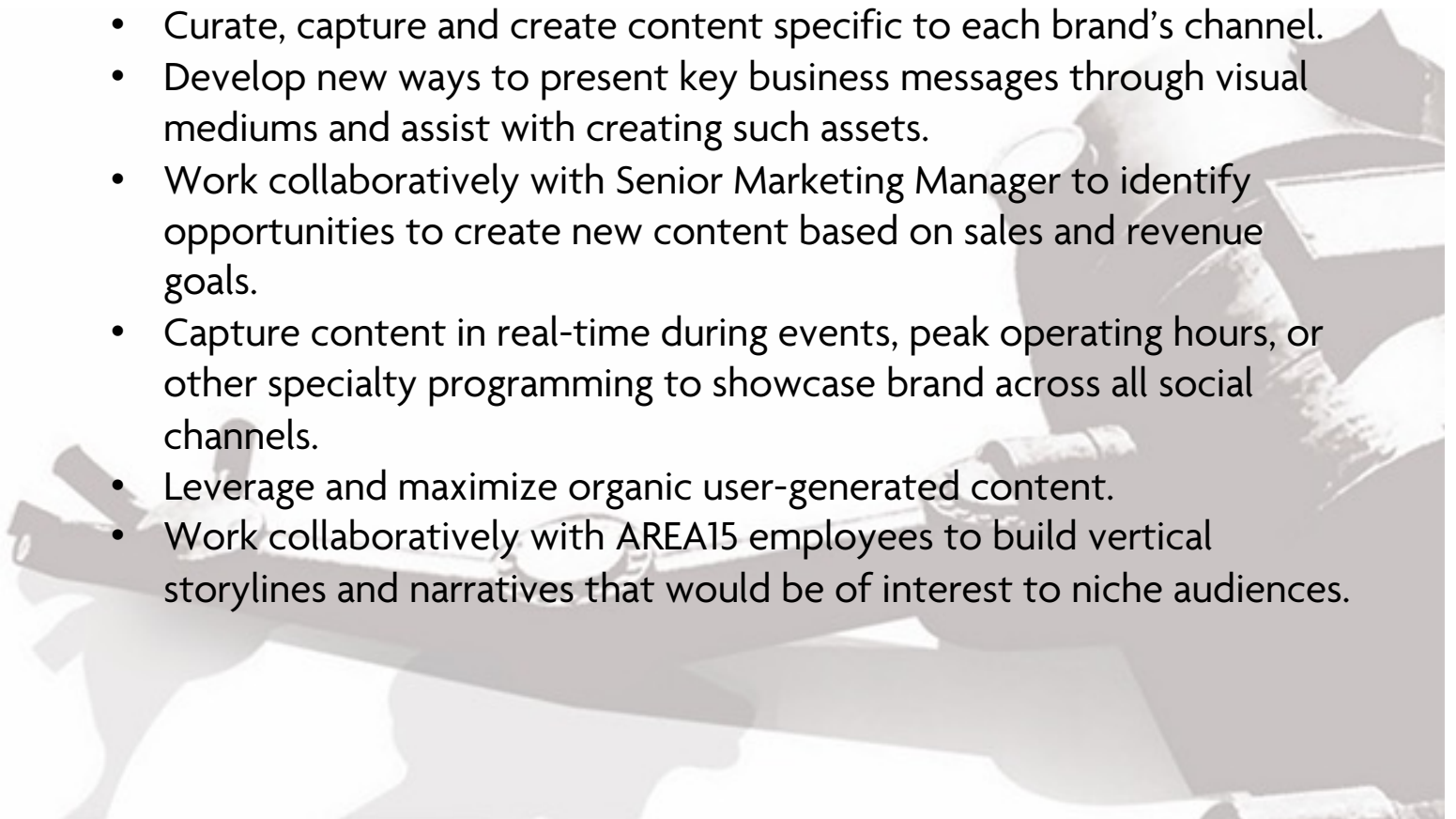


## ***PLANNING & MANAGEMENT***

- Manage profiles, pages and all information on Facebook, Instagram, Tik Tok, Youtube, Twitter and Linked-In.
- Create weekly schedules for all accounts, working in advance to align with main marketing messages, storytelling, events and programming initiatives.
- Respond and engage in real-time to posts, questions, comments.
- Coordinate with tenants, activations and events to create strong social storytelling tactics on a daily basis.
- Develop a strategy for each channel and curate content based on that plan.

## ***CONTENT CREATION & CURATION***

- Curate, capture and create content specific to each brand's channel.
- Develop new ways to present key business messages through visual mediums and assist with creating such assets.
- Work collaboratively with Senior Marketing Manager to identify opportunities to create new content based on sales and revenue goals.
- Capture content in real-time during events, peak operating hours, or other specialty programming to showcase brand across all social channels.
- Leverage and maximize organic user-generated content.
- Work collaboratively with AREA15 employees to build vertical storylines and narratives that would be of interest to niche audiences.



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## ***CONTENT CREATION & CURATION***

- Work closely with internal content creators, performers, front-of-house staff to create content specialized for specific channels.
- Post at least once a day to organic feeds on Instagram, Facebook, Tik Tok and Twitter, and multiple times a day to Instagram Stories.
- Develop new and innovative content for Instagram Reels.

## ***INFLUENCER / PARTNERSHIPS & COMMUNITY ENGAGEMENT***

- Identify on-brand creators and influencers to collaborate with in order to reach new audiences.
- Act as primary point of contact for all social media influencers coming to AREA15.
- Monitor and capture all influencer posts and social media activities and apply ROI and KPI's to program.
- Work collaboratively with various tenants, activations and experience teams when influencers come to AREA15.
- Engage, respond and interact with fans and followers through comments and DM's. Work with Customer Service team to answer all customer questions coming through social media channels.

## ***REPORTING AND ANALYTICS***

- Use Sprout Social, Looker, and other tracking platforms to gather and report on social data for weekly and monthly reports.
- Utilize information in future marketing decisions, allowing data to influence planning.
- Work closely with external digital marketing agency to align organic content with paid social media campaigns.

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## ***MISC.***

- Proactively keep abreast of current trends social media technologies, new media, and relevant industries (i.e., themed and immersive entertainment).
- Capitalize on social media trends and adapt to brand channels.
- Source and develop industry relationships and brand partnerships in Las Vegas and nationally to promote AREA15 to new audiences.

## ***QUALIFICATIONS***

- 5-8 years professional experience in social media management.
- Proven track record of building a brand on social media.
- Creative and analytical. Willing to work within a process-driven department.
- Team player, willing to do anything to get the job done.
- Strong written and verbal communication skills.
- Willingness to work non-traditional hours in order to capture content in real-time.
- Must be able to work in a (very) fast-paced environment, multi-task and prioritize, and collaborate closely with multiple business units.

TO APPLY:

FILL OUT THE [EMPLOYMENT APPLICATION FORM](#) AND ENTER "SOCIAL MEDIA + CONTENT MANAGER" AS THE POSITION YOU ARE APPLYING FOR.