



PREFERRED HOSPITALITY GROUP

## JOB DESCRIPTION

<b>JOB TITLE</b>	Manager, Social Media, PHG Consulting
<b>DEPARTMENT</b>	Corporate Communications
<b>REPORTS TO</b>	Director, Public Relations, PHG Consulting
<b>LOCATION</b>	Newport Beach, California
<b>DATE</b>	February 2017

### GENERAL SUMMARY

Under the direct supervision of the Director, Public Relations, PHG Consulting and with oversight from the Vice President, Corporate Communications & Public Relations, the Manager, Social Media, PHG Consulting is a key interface between the company and its clients and social media audiences, ensuring consistency across global social channels. The primary responsibility of the Manager is the ideation and execution of social media campaigns for PHG Consulting and its clients, to research social media trends and incorporate those innovations to improve client accounts, train clients on social media practices, create performance reports, manage social media contests and sweepstakes, and manage the day-to-day efforts of PHG Consulting clients' social media accounts. The Manager also assists the Vice President, Corporate Communications & Public Relations with initiatives for other Preferred Hospitality Group brands, as needed.

### ORGANIZATIONAL RELATIONSHIP

Under the direct supervision of the Director, Public Relations, the Manager shall liaise with multiple internal departments, business owners, and PHG Consulting clients to support their respective activities, and liaise with social media and digital agencies as needed. There is regular interaction with social media influencers, clients, and traditional media, and phone calls, action plan development, and follow-through.

### DUTIES & RESPONSIBILITIES

- With direction and input from the Director, Public Relations, create innovative social media strategies that are unique to individual PHG Consulting clients; craft evaluate, and refine individual content strategies for each audience to deliver compelling messages that engage consumers and media and deliver on clients' business objectives; simultaneously execute and manage all initiatives across a portfolio of social media accounts such as Facebook, Twitter, YouTube, Pinterest, Instagram, and LinkedIn
- Daily tasks include maintaining clients' social media calendars; writing engaging daily content; compiling activity re-cap reports for clients; responding both actively and proactively to all posts; regularly liaising other PHG Consulting colleagues to gather timely content; working with the creative team and outside vendors to design effective social media imagery; and managing and fostering relationships with clients and their constituents to create content that is inspiring and reflective of their travel products
- Assist with the new business process by supporting the creation of social media proposal elements, as advised by the Director, Public Relations
- Coordinate and host media FAMs to client destinations, as appropriate and requested
- Create and foster relationships with social media influencers and identify unique ways to create programs that will increase awareness of PHG Consulting clients among their following
- Monitor social media news on a daily basis for latest trends and appropriate case studies

- Implement and manage sweepstakes and contests (internal and external), handling elements from the creation of sweepstakes rules to the building of the microsites to the final analytics
- Maintain a deep knowledge of social media channels and effective strategies to maximize engagement of online audiences
- Train PHG Consulting associates and clients on best practices for social media use
- Support the planning and coordination of events and gatherings as required by individual client plans, identifying ways to incorporate social media elements, as appropriate
- Manage the social media elements of PHG Consulting's website and those of clients
- Accept additional Preferred Hospitality Group duties and responsibilities as assigned

## **QUALIFICATIONS**

- BA/BS in marketing, journalism, public relations, or other relevant degree
- Minimum three years experience in the social media/digital media/online marketing/public relations industry
- Experience in hospitality or tourism preferred
- Language capabilities in Spanish (verbal and written) preferred
- Knowledge of effective social media practices on key channels, specifically Facebook, Instagram, Twitter, and YouTube with an eye for emerging trends and a high comfort level with integration and content creation; experience managing programs professionally
- Passion for using social media channels as a means to communicate with online audiences and a deep understanding of what motivates people to engage with brands through social media
- Willingness to take on all aspects of client campaigns, no matter how large or small the task
- Extremely strong written and verbal communication, strong editing, and research skills
- Ability to work well under pressure and effectively handle multiple, concurrent demands and appropriately prioritize responsibilities
- Knowledge of and interest in the travel industry, tourism trends, and international destinations
- Detail oriented self-starter
- Ability to travel
- Technology and web savvy with proficiency in all Microsoft Office applications

## **DISCLAIMER**

The above information on this description has been designed to indicate the general nature and level of work performed by associates within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

**To be considered for this position, please email a cover letter and your resume to [hr@preferredhotels.com](mailto:hr@preferredhotels.com)**