



**Georgia Department of Economic Development
Position Announcement**

Title:	Social Media Manager	Entry Salary:	\$60-65k commensurate with experience*
Division:	Marketing & Communications	Location:	Atlanta, GA
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm. It is Georgia's lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, and locating new markets for Georgia products. As the state's official destination marketing organization, it drives traveler visitation and promotes the state as a location for film and digital entertainment projects. GDEcD is responsible for planning and mobilizing state resources for economic development, fostering innovation and the arts to drive opportunity from the mountains to the coast.</p> <p>The Marketing and Communications (MarCom) team serves as an in-house marketing agency at GDEcD. The team works with each branch of GDEcD using data insights to understand customer needs and create, communicate, and deliver marketing and communications products and services for internal clients. MarCom's cohesive, multi-channel work drives success by aligning teams across the Department, upholding brand standards, and managing GDEcD's reputation. Through these efforts, the MarCom team enhances the visibility and impact of GDEcD's diverse initiatives and reinforces why Georgia is the best state to do business.</p> <p>Reporting to the Director of Digital Marketing, the Social Media Manager prepares and develops social media content to support and enhance the Georgia Department of Economic Development's brand. In this role, you will be a proactive, thoughtful content creator with a passion for sharing the state's story across diverse industries, including tourism and film. Responsibilities include manage GDEcD social media by posting, measuring performance, and sharing content that not only drives traffic to ExploreGeorgia.org and Georgia.org, but also gets our audience talking and sharing with their own followers.</p> <p>The ideal candidate for this position is a creative and strategic thinker with the ability to manage multiple projects effectively, from high-level brand campaigns to daily social media interactions. The candidate will offer quick and accurate advice, and drive innovation in the social space. The candidate must be able to work both collaboratively with a larger team and independently with both a visitor-centered and business-centered focused audience. This position requires the ability to work both strategically and tactically, to apply data and insights, and to prioritize projects and resources in a rapidly changing environment.</p> <p>Responsibilities include, but are not limited to:</p> <ul style="list-style-type: none"> • Develop business-focused social media strategies based on research and aligned to larger GDEcD marketing efforts. • Set key performance indicators (KPIs) for social media efforts and optimize channels accordingly. • Create editorial calendars and social media content plans, managing overall content calendar with the larger marketing content calendar. 		



Duties and Responsibilities Cont'd:	<ul style="list-style-type: none"> • Daily drafting, posting, monitoring, and community management of social media platforms (specifically Facebook, Instagram, and Pinterest). • Create and present monthly social media metric reports to marketing managers for each division and GDEcD senior leadership. • Work alongside communication and marketing managers to disseminate messaging across social platforms. • Work with agency of record on paid social campaigns. • Stay on top of industry news & updates to ensure all channels are optimized. • Monitor the social landscape for trends and opportunities applicable to Georgia. • Use project management tracking tools like Basecamp to manage workflow of social planning for larger scale projects. 		
Minimum Qualifications and Competencies:	<ul style="list-style-type: none"> • High school diploma/GED and six (6) years of experience communications or job-related experience; or one (1) year of experience closely related experience managing social media. • Expert knowledge of Facebook, Instagram, and Pinterest • Experience with Sprout Social, HubSpot, or other social media management tools. • Creative with an eye for detail and exceptional writing capabilities. • Strong verbal, written, and interpersonal communication skills. • Ability to interpret directional ideas from others and respond with compelling and insightful concepts. • Solid multitasking and time management skills with a capacity to meet deadlines. • Project management and organization skills with a proven ability to own and manage tasks directly. 		
Preferred Qualifications:	<ul style="list-style-type: none"> • Bachelor's degree in communications, journalism, marketing or closely related field from an accredited college or university. • Four (4)+ years of professional level experience specifically related to managing social media. • Advertising, communications, digital, or integrated marketing agency experience. • Expert knowledge of additional social media platforms like YouTube, LinkedIn, and X. • Experience with Canva and Adobe Creative Cloud. • Strong knowledge of Georgia, including major attractions, destinations, history, film industry history, and natural resources. 		
Travel Required?	Yes, limited	Nights,Weekends, Required?	Occasionally
Deadline	Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.		



Application Instructions: To apply for this position, you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at <https://www.georgia.org/about-us/career-job-search>. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

Additional Information for Applicants: All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

**To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.*

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer