



Chamber of Commerce

POSITION: Visit Billings Social Media Assistant

ORGANIZATION BACKGROUND:

As a destination marketing and management organization (DMMO), Visit Billings is charged with growing visitation at Montana's Trailhead. Strategies include tourism marketing and sales while supporting programs and projects that will help position Billings as a competitive choice for travelers. Visit Billings is the leading brand comprised of the Billings Tourism Business Improvement District (BTBID) and the Billings Convention and Visitors Bureau (BCVB) and is managed by the Billings Chamber of Commerce. The mission is to generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination.

The Billings Chamber is committed to moving our community forward. As a staff, our Team Promise is to passionately deliver each of these values to our community and our members... Always: WOW Factor; Innovation; Knowledge; Integrity; Leadership; Laughter! Leadership and staff are committed to a more diverse and inclusive community for a stronger economic future. We believe that every individual has a right to live and work in an environment free of inequality, injustice, intolerance, prejudice, or systemic restrictions.

POSITION SUMMARY:

The Visit Billings Social Media Assistant will be responsible for assisting in a range of social media marketing initiatives as part of the Visit Billings team. Duties will include creating social media calendars, building posting schedules, writing captions, creating social media content, tracking analytics for social media channels, and supporting the current marketing staff in developing and implementing social media strategies. As this is an entry level position, this individual should be excited about building a skillset and bringing an energetic perspective for social media strategies for tourism marketing. Internship credits are available upon request.

SUPERVISORY RESPONSIBILITY: N/A

RESPONSIBILITIES:

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars to promote the Montana's Trailhead brand on Visit Billings' social media channels
- Create and distribute content such as blogs, infographics and videos on social media representing Billings and Visit Billings
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Become an active member of the marketing and social media team
- Assist on influencer campaign strategies and public relations tours
- Respond to comments and direct messages (DM) on Visit Billings social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across Visit Billings' social channels
- Write social media captions that speak to the company's target audience
- Assist in developing new strategies for increasing engagement working with the Visit Billings team and agency of record
- Assist with photo/video content shoots
- Help create and edit short-form videos
- Ensure brand message is consistent

- Represent Visit Billings at industry events and develop working relationships with partners and business community
- Perform other duties as assigned

MINIMUM QUALIFICATIONS:

- Experience with Facebook, Instagram, Twitter, YouTube, Pinterest, and TikTok
- Must be creative
- Must make customer service a highest priority
- Must be able to speak clearly, communicate effectively, courteously, and with a professional manner
- Must be courteous, professional, outgoing, and able to respond to changing priorities
- Organizational and computer skills required; Excellent attention to detail and communication skills needed
- Must be an enthusiastic team player, while fully self-reliant and accountable; Must take pride in Billings as a tourism destination and community
- Prior experience in the hospitality industry a plus
- Must be able to demonstrate professionalism and sound judgement
- Understanding of marketing disciplines, social media, and promotional efforts/concepts

KNOWLEDGE, SKILLS, AND ABILITIES:

- Outstanding verbal and interpersonal skills for frequent interaction with partners and stakeholders
- Strong understanding of Billings’ and regional attractions, tourism partners, lodging community, and special event venues
- Successful experience with management of projects and programming
- Attention to detail with the ability to manage and work simultaneously on multiple projects with conflicting demands for multiple people, and to organize and meet tight deadlines in a fast-paced environment
- Ability to think creatively, strategically, and work within budget
- A strong team orientation is important, but needs to be successful working independently
- Possess excellent written and verbal communication skills, exceptional spelling, punctuation, and grammar skills
- Well organized, flexible, detailed oriented
- Energetic, self-starter, and resourceful problem solver; Keeps projects on timeline
- Familiarity with MS Office products including but not limited to Word, Excel, Outlook, and PowerPoint
- Graphics design experience and/or experience using Adobe products preferred
- Ability to represent Visit Billings in a professional manner with a high degree of confidentiality
- Good and consistent attendance record for work demands

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Ability to perform work utilizing a computer for extended periods of time; Ability to sit/stand for extended periods of time in performing the work
- Ability to travel by ground (includes personal and public transportation)
- Ability to navigate city and region; Ability to work nights and weekends if/as needed. Working evenings include, but are not limited to hosting media, attending business exchanges, dinners, tours, meetings, and events.

POSITION SPECIFICATIONS:

Reports to:	Visit Billings Leisure Marketing, Sales, and Social Media Manager
Work Location:	Office is housed in the Billings Chamber of Commerce, Billings, Montana
Classification/Hours:	Non-exempt; part-time temporary; 10-20 hours/week; ends June 1, 2023
Required Materials:	Candidates should submit cover letter, resume, and three professional references.
Send to:	Send to: Human Resources, PO Box 31177, Billings, MT 59107 Jennifer@billingschamber.com