



Social Media Manager Visit Stockton

REPORTS TO: Director of Community Engagement and Brand Development

FLSA STATUS: Non-Exempt

POSITION OVERVIEW

Visit Stockton is seeking a creative, organized, and results oriented professional to serve as our Social Media Manager. This position plays a key role in telling Stockton's story through engaging social media, visual storytelling, and digital communications that inspire travel and strengthen community pride.

Reporting to the Director of Community Engagement & Brand Development, the Social Media Manager is responsible for managing Visit Stockton's social media channels, developing and executing social media strategies, creating engaging photography, video, graphics, and written communications, maintaining website information, writing blogs, and supporting Visit Stockton's digital presence through compelling storytelling and community engagement.

The ideal candidate is a creative storyteller who is familiar with destination marketing and understands how to engage audiences through social media, photography, video, and digital communications. This individual should be comfortable balancing creative storytelling with the day to day management of Visit Stockton's social media platforms and website.

All Visit Stockton team members, regardless of role, share responsibility for promoting tourism's value in our community. Every position contributes to lead generation and supports the sales and marketing efforts that drive visitation and economic impact for Stockton.

ESSENTIAL FUNCTIONS & KEY RESPONSIBILITIES

PLATFORM PROGRAM MANAGEMENT

- Oversee and optimize platform-specific programs on social media.
- Set and manage platform objectives with clear goals for each social platform.
- Identify and target specific markets on each social platform, aligning with overall objectives.
- Use platform insights to prioritize and leverage opportunities to enhance social presence.
- Create and manage a comprehensive social media calendar to ensure strategic deployment across platforms.
- Define, monitor, and communicate key performance indicators (KPIs) to evaluate platform performance and guide future social media strategies.

DIGITAL STORYTELLING

- Develop compelling content strategies and ensure timely delivery.
- Plan and communicate content priorities strategically.
- Select and deploy content based on social and platform objectives.
- Manage freelance content creators, coordinating shoots and ensuring on-brand, timely content.
- Ideate, capture, and edit various content formats including video, graphics, and photos.
- Craft engaging and tailored copy for each channel.
- Utilize AI tools as needed to assist in planning and execution.
- Capture and organize photography and video assets for future organizational marketing initiatives.

COMMUNITY ENGAGEMENT

- Drive community interaction and response initiatives.
- Analyze follower profiles, users, and target audiences.
- Ensure that social media content attracts and engages the desired target market.
- Foster two-way conversations to boost community engagement.

SOCIAL MEDIA MANAGEMENT

- Manage day-to-day operations across social media platforms.
- Oversee brand presence on Instagram, TikTok, Facebook, X, Pinterest, YouTube and other social channels that may arise.
- Manage social media assets ensuring proper usage and storage.
- Track and communicate social media-related KPIs to department leadership.
- Maintain a unified brand voice and aesthetic across platforms.
- Handle influencer relations, negotiating partnerships and coordinating visits.
- Research industry trends, market insights, community developments, and competitor analysis to inform content development and identify opportunities.

WEBSITE AND BLOG MANAGEMENT

- Maintain and update Visit Stockton's website, including partner listings, attraction pages, event information, and landing pages.
- Ensure website information remains current, accurate, and aligned with organizational standards and priorities.
- Write, edit, and publish blogs supporting seasonal campaigns, visitor interests, destination storytelling, and organizational initiatives.
- Update homepage features and highlighted information as directed.
- Coordinate website updates with internal staff, partners, and outside vendors as needed.

MARKETING SUPPORT

- Coordinate photography, video, graphics, and other creative assets needed to support organizational marketing initiatives. Examples include, but are not limited to, Stockton Restaurant Week, Feast at the Fox, the Stockton Savings Pass, the annual State of Tourism event, as well as hosted meetings and sports events.
- Support email marketing through copywriting, photography, graphics, and other creative materials.
- Collaborate with outside vendors supporting website development, SEO, analytics, advertising, and public relations initiatives.
- Represent Visit Stockton professionally at meetings, community events, trade shows, and partner functions.

ORGANIZATION-WIDE RESPONSIBILITIES

All Visit Stockton team members contribute to the overall success of the organization and may assist with organization-wide initiatives and activities as needed. These may include, but are not limited to:

- Assisting visitors in person, by phone, or at community events.
- Supporting Visit Stockton events, trade shows, and community outreach efforts.
- Assisting with event setup, booth staffing, and promotional activities.
- Supporting visitor guide distribution and promotional material fulfillment.
- Supporting team projects and organizational initiatives as needed.

KNOWLEDGE, SKILLS, & ABILITIES

Required Qualifications

- Three to five years of experience in social media marketing, communications, tourism, hospitality, or a related field.
- Demonstrated experience managing social media platforms, developing social media strategies, and engaging online audiences.
- Strong photography, videography, editing, and visual storytelling skills.
- Excellent writing and editing skills with the ability to adapt messaging for different social media platforms, website pages, blogs, and audiences.
- Experience updating and maintaining websites using a content management system (CMS), with a working understanding of SEO best practices as they relate to website and blog updates.
- Ability to monitor social media analytics, track key performance indicators (KPIs), evaluate performance, and use insights to inform future social media efforts.
- Experience with social media management and scheduling platforms
- Proficiency in Canva, Adobe Creative Suite, CapCut, or similar creative software.
- Strong understanding of social media trends, platform best practices, audience behavior, and emerging digital tools.
- Strong organizational skills with the ability to manage multiple priorities, timelines, partnerships, and deadlines in a fast-paced environment.
- Strong interpersonal and communication skills with a proactive, problem-solving approach.
- Ability to work independently while collaborating effectively across departments and with community partners, influencers, creators, and outside vendors.
- Proficiency in Microsoft Office applications, including Word, Excel, and Outlook.
- Ability to work occasional evenings and weekends as needed to capture social media assets, attend events, and support organizational activities.
- Valid driver's license and ability to travel locally and regionally for meetings, events, and other organizational needs.

Preferred Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, Hospitality, Tourism, or a related field, or equivalent professional experience.
- Experience managing social media for a destination, tourism, hospitality, lifestyle, or community focused organization.
- Experience coordinating influencer partnerships, creator collaborations, and hosted visits.
- Experience with social media listening and analytics platforms.
- Knowledge of Stockton's attractions, restaurants, hotels, events, arts, culture, sports, and other tourism assets.
- Experience utilizing AI tools to support social media planning, creative development, and workflow efficiency.

PHYSICAL REQUIREMENTS

- Ability to sit at a desk and work on a computer for extended periods of time.
- Ability to stand, walk, and move throughout attractions, venues, businesses, and community events while capturing photography and video.
- Ability to use and carry photography, video, and related equipment for extended periods of time.
- Ability to bend, reach, lift, and carry photography equipment, marketing materials, signage, and supplies up to approximately 45 pounds.
- Ability to work in a variety of indoor and outdoor environments, including events and activities that may involve extended periods of standing or walking.
- Ability to assist with organization wide events and activities, including occasional setup, booth staffing, and promotional activities.
- Ability to drive locally to attractions, restaurants, hotels, venues, partner locations, and community events.
- Ability to travel to conferences, industry events, and other organizational activities as needed.

COMPENSATION & BENEFITS

This is a full-time, non-exempt position based in Stockton, California. Pay range is commensurate with experience.

Hourly pay range: \$27.50 – \$29.50 per hour

Full medical, dental, and vision insurance for the employee

Retirement plan with company match

Life insurance

Paid vacation, sick, and holiday time off

Professional development opportunities

Cell phone stipend

ABOUT VISIT STOCKTON

Visit Stockton is charged with the promotion and marketing of the city of Stockton as a meetings, events, and travel destination. Our promotional efforts are focused on driving additional tax revenue to our community to directly benefit our residents' quality of life. Visit Stockton believes its

residents come first, and we continually strive to grow resident pride and enhance the image of our city. We believe that a city that residents believe in, will be a city that will drive future business investment and convert visitors into future residents to further grow a diverse and talented workforce. Visit Stockton is a 501(c)(6) non-profit trade organization funded by the collection of an assessment paid by guests to Stockton lodging establishments (Stockton Tourism Business Improvement District).

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position. Duties and responsibilities may be added, deleted, or changed at any time at the direction of leadership, formally or informally, either verbally or in writing.

EQUAL OPPORTUNITY & ACCESSIBILITY

Visit Stockton will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act. If reasonable accommodation is needed to participate in the job application or interview process, or to perform essential job functions, please contact CEO.

We are an equal opportunity employer, committed to supporting an inclusive environment. We understand that individual differences enrich our organization, strengthen our services, and help us to attract and retain top talent. All employment actions and decisions are made free from discrimination without regard to any status or characteristic protected by local, state, or federal law, rules, or regulations. We expect all employees and management to support and uphold the principles of equal opportunity and help to prevent workplace discrimination and harassment. Our commitment to diversity is also present in strong workplace policies that support integrity, trust and respect for one another, and prohibit discriminatory practices.

Visit Stockton strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

READY TO APPLY?

If you are a creative storyteller who knows how to turn great experiences into engaging social media, we would love to hear from you.

Submit your resume, cover letter, and portfolio or examples of your social media, photography, video, or other relevant work to jobs@visitstockton.org

Position open until filled.