



Social Media Manager

OUR MISSION: To be the catalyst for economic prosperity within our community.

OUR VISION: The Greater Topeka Region is internationally recognized as a vibrant, innovative, fun, diverse and healthy community.

The Greater Topeka Partnership seeks an ambitious, strategic, creative, and detail-oriented individual to serve as the organization's **Social Media Manager**, who will be an integral member of the Greater Topeka Partnership team!

Salary of \$50,000, excellent benefits package, and flexible work schedule.

Major duties include:

- Join the team that is moving Topeka forward and creating Momentum!
- The Social Media Manager for the Greater Topeka Partnership is an integral part of the Partnership team working closely with VP of Marketing & Communications to oversee all social media content:
- Content Creation: Produce compelling social media content, including lifestyle stories, profiles on local businesses, attractions, and impactful community members.
- Multimedia Reporting: Report, shoot, write, and edit content for social media channels and YouTube, ensuring it is clear, engaging, and relevant to our audiences.
- Interview & Research: Arrange and conduct interviews to gather information for stories, with a focus on accuracy and community impact.
- Editorial Review: Review and edit content for accuracy, grammar, and adherence to editorial guidelines.
- Story Development: Pitch, develop, and prioritize story ideas in collaboration with the marketing team, focusing on content that resonates with Topeka's diverse community.
- Community Engagement: Interact with social media users, responding to comments and engaging with followers to build community and drive engagement.
- Digital Strategy: Research and develop social media strategies to enhance the presence of Visit Topeka and Downtown Topeka, including maintaining an editorial calendar.

- Photography & Visuals: Capture high-quality images of tourism assets, events, and local attractions for use across digital channels.
- Public Relations Support: Serve as a backup for public relations activities, including writing press releases, organizing media tours, and supporting promotional campaigns.

A strong candidate will possess:

- Education: Bachelor's degree in Broadcast Journalism, Marketing, Communications, or a related field, or equivalent work experience.
- Experience: Minimum of one year of experience in news reporting, social media management, or content creation.
- Communication Skills: Exceptional oral and written communication skills, with the ability to engage audiences and ad lib when necessary.
- Technical Skills: Proficiency in photography, video shooting, and editing. Experience with social media management tools and analytics.
- Project Management: Strong ability to prioritize assignments, meet deadlines, and manage multiple projects simultaneously.
- Community Relations: Experience building relationships with local media, influencers, and content creators.
- Creativity & Innovation: A knack for creating engaging content that drives social media growth and enhances the visibility of Topeka as a destination.

WHY JOIN US?

The Greater Topeka Partnership is at the forefront of promoting our vibrant city. This role offers a unique opportunity to be a storyteller for Topeka, showcasing our rich culture, local businesses, and exciting events. If you're passionate about digital storytelling and want to make an impact on our community's growth, we'd love to hear from you!

TO APPLY

Please submit your resume, cover letter, and portfolio showcasing your on-camera experience to Jessica Ohse at Jessica.Ohse@topekapartnership.com. Applications will be reviewed on a rolling basis.

