

CASUAL SOCIAL MEDIA & MARKETING

Location: Cape May, NJ

Pay Rate: \$12.00 per hour

Opening Date: March 8, 2017

I POSITION SUMMARY

This position reports to the Integrated Digital Strategy Manager and is responsible for assisting in and implementing a wide variety of marketing activities and social media to increase brand awareness of the Delaware River and Bay Authority (DRBA) and its businesses. This position will be required to maintain and grow the positive image of the DRBA with DRBA patrons, customers, community organizations, governmental agencies, tourism groups, and local businesses. Duties may include marketing development, special events marketing and social media, writing, graphic design, and other duties.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists in any marketing and social media initiatives which can include, but is not limited to, implementation of social media strategy, development of written/media content, customer engagement and social monitoring, implementation of broader digital promotion strategies, event promotion and coverage, and research of best practices/industry trends.
- Assists in establishing the DRBA as a strong community leader through participation in ferry-led, community events in New Jersey and Delaware.
- Assists in developing new outlets and marketing tools for use at all Authority Divisions including Cape May-Lewes Ferry and Forts Ferry crossing.
- Assists in a broad range of tasks including, but not limited to, managing promotions, attending meetings and interactions with customers in a professional manner, relationship building and networking opportunities, updating and managing social media channels.
- Builds and grows DRBA audiences across social networks with the goal of strengthening relationships with existing customers and building relationships with new customers.
- May be asked to travel to multiple DRBA work sites in NJ and/or DE
- Provide the highest level of customer service and professionalism to all internal and external customers.

III. REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Social Media experience across a diversity of platforms, including Facebook, Twitter, and Instagram. Additional platform experience with Pinterest, TripAdvisor, Youtube, LinkedIn, Google+, Snapchat etc. is beneficial.
- Knowledge of the rules, regulations, policies, procedures, programs, and methods of the department and their application to specific cases after a period of training
- Knowledge of Microsoft Word, Excel, Outlook, and PowerPoint. Knowledge of Canva, Hootsuite, Schedugram and other social media planning/analytics platforms is beneficial.
- Excellent written and oral communication skills
- The ability to work effectively independently and on a team
- Ability to keep documents, graphics, media, etc organized digitally (within existing systems)
- Ability to provide superior customer service to everyone by responding in a courteous and efficient manner

IV. REQUIRED EDUCATION AND EXPERIENCE

- College student or graduate from an accredited college, university, or community college with a demonstrated background in social media use and development. Major in web development or design, preferred
- Demonstrated writing skills, with samples of past work or examples of capabilities required for review

V. LICENSES, REGISTRATION, AND CERTIFICATES

- Valid driver's license

V. ADDITIONAL REQUIREMENTS

- All potential employees will be subject to a background investigation and drug test

If you are interested in applying for this position please complete the on-line application at www.drba.net. Please attach a current resume to complete the application process.