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<b>Title of Position *</b>	Social Media Coordination
<b>Institution *</b>	The Alamo
<b>Position Location: City &amp; State *</b>	San Antonio, Texas
<b>Position Closing Date</b>	<u>Friday, September 15, 2017</u>

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### About the Institution

#### ORGANIZATION

Alamo Complex Management (“ACM”) is a 501(c)3 non-profit organization that is the official partner of the Texas General Land Office to manage the Alamo complex and tell the story of the Cradle of Texas Liberty to millions of visitors each year. It is a sister organization of the Alamo Endowment and the Remember the Alamo Foundation. The ACM staff mission is to create an unforgettable experience for visitors that teaches the Alamo’s 300-year history and honors those who paid the ultimate price in defense of the Alamo and the legacy of their heroism. ACM employs and manages the staff that administer the daily operating functions and visitor experience at this newly-recognized World Heritage Site. The ACM staff is led by a Chief Operations Officer and includes departments that focus on Curation, Conservation, Education & History, Facilities, Finance, HR, IT, Marketing, Security, Visitor Services, and Retail Contractors.

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#### Institution Website Address

<http://www.thealamo.org>

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### Summary of Responsibilities

#### POSITION SCOPE

The Social Media Coordinator will manage and produce all content for Alamo social media channels, including Facebook, Twitter, Instagram, Snapchat, YouTube, and others.

#### DUTIES, RESPONSIBILITIES & ESSENTIAL FUNCTIONS

- Works with the Director of Marketing to develop annual social media goals and objectives for the Alamo.
- Produces and posts daily content for all official Alamo social media channels, including Facebook, Twitter, Instagram, and Snapchat.
- Drives follower growth and engagement with variety of different content storytelling tactics, including organic and paid posts, video, graphics, photography, blogs, etc.
- Develops and maintains social media editorial calendar for the organization.
- Reports on analytics and shares insights.
- Analyzes data, creates dashboards and provides regular reporting leadership along with key recommendations for improvement.
- Monitors all official Alamo social media channels, manages comments and engagement, and provides timely feedback/response when required.
- Ensures that all communications create a consistent brand experience for visitors and other internal and external stakeholders.
- Leads all photography and video needs for social media.
- Provides social media support at all Alamo events.
- Works with Graphic Designer to create branded graphics and digital assets to support all Alamo communications and events priorities.
- Provides additional project management and support, as directed.

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### Required Qualifications

Bachelor’s degree in communications, journalism, or another area of relevance to the ACM/Alamo mission.

- Experience managing and reporting analytics for all major social media channels.
  - A strong understanding of what makes a powerful narrative and how it is best repeated across audiences and platforms.
  - A strong writer and excellent communicator. Ability to write, edit and post content and copy.
  - Training and experience in how to tell a story using words, images, or audio and an understanding of how to create content that draws an audience.
  - Experience creating compelling messages for different audiences.
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**Compensation**

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Apply at this Website: <http://www.thealamo.org>

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Apply with this email:

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Special Instructions to Apply: Please apply online

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