****

**Marketing- Social Media Manager & Graphic Designer**

Chetola Resort in Blowing Rock is a 78-acre resort within walking distance of the quaint mountain village of Blowing Rock and is adjacent to a 3500-acre National Park nestled within the Blue Ridge Mountains of Western North Carolina.

We provide a peaceful escape for guests looking to disconnect from their busy lives and gain a closer connection to the natural world while enjoying cozy mountain lodging, upscale comfort food, awe-inspiring activities by day and relaxing hospitality at night as well as extensive banqueting and events which create memories worth sharing.

We are seeking an experienced social media manager and graphic designer to own and manage the creation of our marketing assets and social media content that support our marketing goals. You will play a critical role in enhancing the user experience by bringing our brand to life. As our social media manager, you will manager all our social accounts by implementing strategies and tactics that grow our followers, engage and retain them, and help convert them to loyal promoters of our Resort. You will also assist in managing content creation and content management for our website, along with assisting in all communication efforts Resort-wide.

**Responsibilities:**

-Build and manage the Resort’s social media presence including Facebook, Instagram, TikTok and LinkedIn, as well as other relevant channels

-Create shareable photo and video content to enhance the brand, engage followers, and grow our social channels

-Monitor and engage in relevant social discussion about our Resort on all social channels

-Monitor and respond to all reviews on social channels and other relevant review networks

-Create, track, and measure social media campaigns, including boosted posts and all social

contests

-Collaborate with marketing team to create engaging ad designs with measurable calls to action

-Help bring new ideas to life through graphic design by utilizing your expertise and

understanding both our marketing and overall Resort goals

-Create and manage all on-site flyers, posters, menus, templates, outdoor signs, event and

trade show materials

-Manage all website edits within Wordpress, as well as regularly scheduled audits for accuracy

and optimal user experience

-Manage all photo and video assets; oversee necessary photo editing for marketing purposes

-Assist the Chetola Team in planning and executing the marketing for special events throughout the year for both guests, as well as the local community

-Assist Marketing Team in hosting journalists, social influencers, and other Public Relations

related guests

-Assist in the creation of email marketing campaigns to past guests, including content creation

and visual appeal

-Assist PR team in researching, evaluating, and finding social influencers and creators to visit and promote the resort

-Create communication pieces for condo associations throughout the year and in preparation

for quarterly meetings

-Assist marketing team in idea creation for resort packages, special events, and new offerings to

enhance the guest experience

**Requirements**:

-BA/BS or equivalent working experience in Marketing

-2+ years of experience as an in-house designer or at a creative marketing agency

-Expert in Adobe Creative Suite

-Expert level abilities with popular social media networks and best practices

-Experience designing for a content management system; must create assets that are mobile-,

tablet-, desktop-friendly

-Excellent communication, creative thinking and the ability to respond quickly to

communication piece requests

-Past experience in building followers via social channels

-2+ years of experience with website content management; Wordpress a plus

**Bonus Points:**

-2+ years in Hospitality and Marketing

-Knowledge of HTML, JavaScript, CSS

-Knowledge of marketing automation and implementation of processes related to automation

-Certification in Marketing Analytics

-Knowledge of Google Analytics and Google Ads

-SEO best practices

-Photography & Videography experience; shooting and editing

-Knowledge and willingness to continually learn about constant social media updates and best practices

**Benefits:**

-Salary commensurate with experience

-Medical, Dental, Short-term/ Long-term liability, and Life insurance options

-Paid Time Off, Paid Holidays

-401k

-Discounts on meals, activities, spa services

Employees at Chetola Resort enjoy living and working in one of the most beautiful places in

North Carolina. There are endless trails to explore, along with great people that treat one

another with personal and professional respect. We have one important goal at Chetola - to create lasting memories for guests that are worth sharing.

Please include resume, a letter of why you would be a perfect addition to our marketing team,

(3) creative pieces that reflect your ability to bring brands to life, and (3) examples of engaging social media content that you have created for a brand (please include at least one example of video content i.e. a Reel or TikTok).