



Herrmann Global
Posted: November 12, 2021

Open Position:
Social Media Manager
40 hours per week, with flexible hours

Location: Lander, WY or remote

Herrmann Global is a highly reputable strategic tourism marketing firm that specializes in connecting travel and hospitality brands to the right audience. We utilize the latest technology and industry trends to efficiently inspire and engage relevant potential travelers by creating unique stories via Visit USA Parks and Untraveled. We are a passionate, value driven group of people committed to a shared purpose of helping destinations that are lesser-known build a competitive advantage globally with a small budget. We work hard, but we also value rest, self-care and rejuvenation. Most companies pay lip service to this, but we've embedded these values within our policies and procedures, offering up to 28 paid vacation days for all our staff, as one of many examples. Our office is located in a small town in Wyoming, surrounded by gorgeous mountains that offer world-class climbing, backpacking, and fishing. We love our staff in the office, but we are also a virtual company with team members spread across the US and Europe.

If you enjoy working in a creative, fast-paced, innovative environment, and have a keen eye for detail, then we would love to hear from you.

We are seeking an experienced social media manager to create high-quality, engaging content for our travel media brands, Visit USA Parks and Untraveled. This position is also responsible for building and increasing the social media presence of our brands, and managing our online communities to ensure respectful and appropriate engagement. The ideal candidate is eager to learn, creative, and enthusiastic about social media marketing and management.

Responsibilities

- Coordinate with Content Manager and VP of Digital Strategy to develop and implement the social media strategy for Herrmann Global-owned travel media brands—Visit USA Parks and Untraveled
- Work with Content Manager on social media content creation and community management for Visit USA Parks and Untraveled
- Build and grow social media presence for Herrmann Global-owned travel media brands
- Assist with analyzing data and preparing reports on social media performance and paid social campaigns

Requirements for this position

- Minimum two years of social media management experience
- Highly creative with excellent analytical abilities
- Outstanding communication, interpersonal, and critical thinking skills
- Willingness to research and learn about trends and tools in social media, marketing, and advertising

Preferred qualifications for this position

- Bachelor's degree in marketing, hospitality & tourism, or relevant field

Skill requirements for all Herrmann Global positions

- Care more: You must have exceptional customer service skills.
- Be curious: You must have a high level of interest in constantly learning new things.
- Problem solving: You must possess the ability to identify and understand problems and have a willingness to solve them.
- Sensitivity: You must have a high level of awareness for the needs of colleagues, clients, and the Herrmann Global business.

To apply, please send a cover letter and resume to:
florian@herrmannglobal.com & danella@herrmannglobal.com