



## JOB OPPORTUNITY ANNOUNCEMENT

**TITLE: Manager, Social Media**  
**REPORTS TO: Vice President, Communications**  
**DEPARTMENT/DIVISION: Communications**

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### **POSITION SUMMARY:**

The Manager, Social Media provides planning and execution of social media communications efforts at Airlines for America (A4A). The ideal candidate will have a deep understanding of social media tools, platforms, and technologies, be a power user and manager of social media communities, and be able to increase the industry's visibility, influence, and interaction with target markets through online social networks. Position is responsible for measuring message effectiveness, reach and tone. The Social Media manager must be creative and find ways to connect and interact with key audiences in an engaging, positive and fun way through the use of infographics, graphics, videos, contests, etc. that enable growth and interaction among target audiences.

### **DUTIES & RESPONSIBILITIES:**

- Manage the day-to-day online social media posts, write in the A4A "voice" and work with outside designers to creatively concept infographics, memes, videos and other relevant media to explain a complex concept or milestone in a playful and positive way.
- Work as frontline social media manager for A4A and the U.S. airline industry by interacting with customers and fans on various web platforms by participating in online conversations.
- Equally skilled at leveraging social channels for positive story-telling to consumers and issues management in an advocacy focused environment.
- Develop and execute tactical plan in support of A4A strategic plan by using digital media (including Facebook, Twitter, LinkedIn, Wikipedia, YouTube, and any other relevant vehicles) to increase visibility and engagement, and enhance and protect the reputation of the airline industry with key opinion leaders, legislators, news media and airline customers.
- Identify and utilize appropriate monitoring and analytical tools (including HootSuite, Cision, Business Wire, Google Analytics, TV Eyes, YouTube, Instagram, Snapchat and other relevant tools) to accurately measure and report communications effectiveness and employ PR industry best practices for measurement, and make recommended adjustments.
- Responsible for development of editorial calendar, which includes key messaging tied to events or policies, and ensure that social media messages are thoroughly vetted from conception through fact checking prior to posting.
- Build relationships with bloggers and other online contributors whose content influences airline industry stakeholders on the Hill and in other advocacy environments.
- Work cooperatively with SmartBrief staff to grow A4A SmartBrief circulation and develop house ads for the brief on A4A events and key policy messages.
- Serve as a key crisis communications team member to ensure A4A remains the central source of information during an event through close monitoring and development of proactive and reactive digital/social communications.
- Provide key metrics to the departmental weekly report of progress made against A4A goals.
- Perform other duties as assigned.

### **QUALIFICATIONS:**

- Exceptional writer and editor for varied audiences and ability to communicate in a direct, concise manner, while also making the content interesting and compelling.
- Power user on various social media platforms (e.g., Facebook, Twitter, YouTube, LinkedIn) and measurement/monitoring tools (e.g., HootSuite, Cision or similar tools).
- College graduate with more than five years of social media experience.
- Possess sound judgment and can think quickly on his/her feet and prioritize/manage multiple deadline-driven projects.

- Strong ability to collaborate effectively with colleagues at all levels to meet organizational goals.
- Knowledge and understanding of social and/or website/blog platforms, tracking and analytics measurement and monitoring tools.
- Exhibits knowledge of the impact of social media on search engine optimization (SEO).
- Thrives in a fast paced environment and possesses a strong personal work ethic with willingness to roll up his/her sleeves to go the extra mile and get the work done.
- Previous communications experience in the airline industry, on Capitol Hill or with a public affairs organization is a major plus.
- Proficient in MS Office.

**COMPETITIVE BENEFITS:**

Choice of medical plans, plus free life, dental and vision coverage. 401k with matching contributions, airline travel privileges, tuition reimbursement plan.

**HOW TO APPLY:**

Interested applicants should send cover letter, resume and salary requirements to [hr@airlines.org](mailto:hr@airlines.org) to the attention JOA#16-08.

**EEO**