

April 25 – 28, 2019

*The Southern Trace Country Club Mint Julep Member-Guest Tennis Tournament Committee is looking for a creative Social Media Specialist to join our team. As a Social Media Specialist, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence, build awareness for the tournament, recognize and promote our sponsors through the use of photographs, sponsors’ websites and other social media platforms and drive tournament entries.*

Job duties and responsibilities:

* Develop, implement and manage our social media strategy
* Define most important social media Key Performance Indicators (KPIs)
* Manage and oversee social media content
* Measure the success of our social media campaign
* Collaborate with the Mint Julep Committee and Social Media Specialist at Southern Trace Country Club
* Monitor Search Engine Optimization (SEO) and user engagement and suggest content optimization

Job qualifications:

* Excellent knowledge of Facebook, Twitter, Instagram, Google+ and other social media best practices
* Understanding of SEO and web traffic metrics
* Good understanding of social media KPIs
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills