



Head of Social – Beautiful Destinations

Voted by *Fast Company* as one of the World's Most Innovative Companies in 2017, Beautiful Destinations is a community-fueled media company that seeks to make the world a better place through the sharing of authentic, inspirational and immersive travel stories. We create and curate content to inspire and motivate our community to travel deeper and travel more.

We are looking for a Head of Social to help take our community of over 16M+ followers to the next level! The Head of Social is responsible for overseeing the creation, management, and development of the Company's Social Media Strategy and Social Media team. This role coordinates with the Media Team to support their respective missions, ensuring consistency in voice and cultivating a community of hope, positivity and encouragement. The position involves creating and delivering engaging & successful social campaigns across numerous different social platforms in a variety of native mediums.

What Will You Do?

- Maintain & update the social media strategy - coordinating with the VP of Content to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services
- Coordinate with the Product development team to plan and develop the social media tools in use on the Company's sites, as well as taking ownership for the social product roadmap planning
- Manage and support the Social Media Team, ensuring a superior quality of communication and project delivery
- Plan social media campaigns that inline with Media's programming slate
- Manage a program to effectively develop partnerships with identified high valued distribution partners
- Assist the Sales team in strategizing, defining and implementing social projects to meet commercial goals for our Agency sector
- Develop analytics reports and collate data from Social Media staff reporting, presenting analysis of campaigns and trends to all departments
- Oversee the management of an Ambassador program and ensure the maintenance of the network in order to generate more sustainable forms of content
- Monitor trends in online community tools, trends and applications
- Monitor the competition and be aware of market changes and developments

Skill Sets

- Creative, diplomatic, cool under pressure and great interpersonal skills

- Strong project management and organizational skills
- Advanced knowledge and understanding of social media platforms and their respective participants (Facebook, Youtube, Weibo, Instagram, etc.) and how they can be deployed in different scenarios
- Experience leading projects to successful deployment with track record of growing different channels
- Team leader, with experience of managing volatile situations in fast paced environment
- Great technical understanding and can pick up new tools quickly
- Have a good knowledge of principles of SEO, Paid Advertising, and PR
- Public relations, Marketing, Sales, Community Management experience a plus