



OWL'S NEST

LCJ MANAGEMENT, LLC d/b/a OWL'S NEST RESORT JOB DESCRIPTION

TITLE: Social Media & Content Specialist

REPORTS TO: Marketing Manager

DEPARTMENT: Marketing

FSLA STATUS: Hourly

JOB SUMMARY:

A **Social Media & Content Specialist** is responsible for creating, managing, and publishing engaging content across the resort's social media channels and digital platforms. This role focuses on storytelling, brand consistency, and timely promotion of events, dining, lodging, and on-property experiences. The specialist collaborates with marketing and operations teams to capture content, write copy, and maintain an organized content calendar. They monitor performance metrics to optimize engagement and ensure content aligns with brand standards and business goals. This position supports overall marketing efforts through strong visual, written, and social-first content execution. You will also serve as a brand representative at a select number of regional trade shows and local industry events, representing the brand in a professional, engaging, and knowledgeable manner.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Social Media & Strategy Execution

- Own day-to-day execution of organic social media across platforms (Instagram, Facebook, and others)
- Plan, schedule, and publish content using a structured content calendar aligned with resort priorities
- Ensure all posts reflect brand voice, visual standards, and seasonal messaging
- Coordinate timing of posts around events, dining promotions, lodging offers, and on-property activities
- Monitor comments, messages, and engagement, escalating guest issues when appropriate
- Capture live content at resort events for stories, reels, and recaps

Brand Presence at Trade Shows & Expos

- Shared responsibilities of on-the-road face of the brand at a select number of regional trade shows and local events throughout the year
- Represent the brand with a consistent, professional, and approachable presence aligned with brand values
- Distribute marketing materials and promote offerings, events, and experiences
- Capture leads, feedback, and market insights to share with internal marketing and sales teams

Digital Advertising & Paid Media

- Assist in planning, executing, and optimizing paid digital advertising campaigns including Google Ads and social media ads
- Create and update ad copy, creative assets, and landing pages to support marketing initiatives

Content Creation & Storytelling

- Capture, curate, and create photo and video content on property (events, dining, amenities, lifestyle, seasonal experiences)
- Create and update ad copy, creative assets, and landing pages to support marketing initiatives on social media
- Write clear, engaging copy for social posts, captions, stories, and short-form digital content
- Edit and format content for platform-specific best practices (reels, stories, carousels, etc.)
- Maintain an organized content library of photos, videos, and creative assets
- Collaborate with internal teams to identify content opportunities and key storytelling moments
- Assist in planning and executing signage, giveaways and promotion assets

Brand Consistency & Messaging

- Maintain consistent brand voice, tone, and visual identity across all social content
- Align messaging with marketing campaigns, events, and operational priorities
- Ensure accuracy of information including dates, times, locations, promotions, and offers
- Represent the brand with energy, professionalism, and a strong understanding of our values

Photography & Visual Content

- Capture high-quality photography on property using **Canon, Nikon, or iPhone** devices to support marketing initiatives
- Execute photo shoots that align with the **Marketing Manager's brand vision**, visual standards
- Produce imagery that accurately represents the resort's dining, lodging, amenities, and events
- Edit and optimize photos for use across **digital platforms and select print materials**
- Maintain and organize a visual asset library for ongoing marketing, promotional, and archival use
- Coordinate with resort leadership to plan campaigns, events, and key resort moments

Analytics, Reporting & Optimization

- Track and monitor social media performance metrics (engagement, reach, follower growth)
- Provide regular performance summaries and insights to marketing leadership
- Identify trends, high-performing content, and opportunities for improvement
- Adjust content approach based on analytics, seasonality, and audience behavior

Graphic Design & Video Editing Support

- Assist with basic graphic design tasks to support marketing initiatives, including resizing assets, simple layouts, and on-brand visual updates
- Support light video editing for social media and digital use (short-form clips, reels, stories, promotional highlights)
- Apply brand standards, templates, and creative direction provided by marketing leadership
- Adapt existing creative assets for multiple platforms and formats as needed
- Collaborate with Marketing Manager and external vendors on creative execution and revisions
- Ensure all visual assets meet quality, branding, and messaging standards before publication

Collaboration & Marketing Support

- Work closely with the Marketing Manager and cross-functional teams to support overall marketing efforts

- Assist with project coordination, timelines, and execution of marketing campaigns
- Support on-site marketing needs including events, promotions, and resort-wide initiatives
- Create awareness of content via physical handouts, promotions, advertising

Compliance & Best Practices

- Follow digital marketing best practices related to data privacy, security, accessibility, and platform policies
- Maintain organized documentation for social media processes, logins, and workflows
- Build relationships with partners, influencers and event attendees

KNOWLEDGE, SKILLS AND ABILITIES:

- Degree in business, marketing, graphic design, journalism, public relations, or related field.
- Proficient working with Microsoft Office and Adobe Suite, Canva, WordPress, and Mailchimp.
- Advanced in AI models that perform accurate results (Gemini, ChatGPT, Grammarly, etc.)
- Understanding of PMS, Project Management Systems (Trello, Notion, Wrike, etc.)
- Photography skills and experience with DSLR mirrorless cameras

LICENSURE/CERTIFICATIONS REQUIREMENTS:

- Valid Driver's License.
- Participate in ongoing education and training.

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS:

- In-person position.
- Upon Marketing Managers assessment, one day remote possible.
- Normal office environment.

I understand that the job description is not a comprehensive list of my job duties, and it is up to me, along with the General Manager's guidance, to determine the best and most efficient way to accomplish my job duties and responsibilities. I also understand that should my job duties change significantly, which may occur based on the business needs of Owl's Nest Resort; it is my responsibility to notify the General Manager so that my job description is updated accordingly. I acknowledge that the job description will be used as the basis for my performance review.

Signature

Printed Name

Date