



Job Title: Content & Social Media Manager

Reports To: Director of Communications

About Visit Alexandria

Visit Alexandria is the City of Alexandria's not-for-profit destination marketing organization (DMO), promoting Alexandria, Virginia, as a premier destination for tourism and meetings. Our purpose is simple but powerful: *We showcase Alexandria to the world by highlighting its character, culture and creativity, which attracts visitors who strengthen our economy and community.*

At the heart of our culture are our values—**Teamwork, Strategy, Creativity, Inclusion, and Joy**—which guide how we collaborate, serve our community, and welcome the world. These values shape not only how we market Alexandria but also how we show up for our members, visitors, and one another each day.

Recognized by *Travel + Leisure* as a [Top 5 Best City in the U.S. 2025](#) and voted a *Condé Nast Traveler* [Top 3 Best Small City in the U.S. 2025](#), Alexandria is a welcoming weekend escape on the Potomac River, minutes from Washington, D.C. Founded in 1749 and boasting the nation's third oldest historic district, Alexandria hums with a cosmopolitan feel. Stroll Old Town Alexandria's King Street mile to find more than 200 independent restaurants and boutiques plus intimate historic museums and new happenings at the waterfront. Explore vibrant neighborhoods beyond Old Town, trace George Washington and the Founding Fathers' footsteps and follow the stories of Black Americans who shaped the history of Alexandria and the United States.

Position Summary:

The Content & Social Media Manager is a critical team member in Visit Alexandria's award-winning Marketing & Communications (MarComm) department, overseeing content strategy across all owned channels. This person has a journalistic curiosity to uncover what's new in Alexandria and develop relationships with Visit Alexandria's members and partners by being immersed in the community. They craft rich and compelling stories across owned channels to promote Alexandria's distinctive experiences and Visit Alexandria members to ultimately connect visitors with Alexandria's brand. They oversee and execute content and social media, manage posting schedules and supervise external content creators and influencers. They capitalize on key moments in time and generate buzz for the destination by creating blog posts, video content and email marketing campaigns for use in myriad promotional strategies. They also work cross-functionally with team members across the organization to optimize content development, effectiveness, performance tracking and reporting.

The Content & Social Media Manager is required to live in or relocate to the Washington, D.C. region, within a reasonable distance of Alexandria, VA, to adhere to the hybrid schedule and in-person responsibilities.

Essential Duties and Responsibilities:

Content Planning and Project Management

- Demonstrates unwavering journalistic curiosity to help uncover what's new in Alexandria and the deeper stories of member businesses throughout the city's neighborhoods by monitoring

social media buzz, keeping an ear to the ground, being visible in the community and mining updates from the membership team while understanding travel trends.

- Helms content strategy, development and publication.
- Leads execution of Visit Alexandria's digital content calendar reflecting leisure, meetings and groups priorities.
- Collaborates with Digital Marketing and CRM Manager on a timeline of new and refreshed webpages and stays on top of ongoing website edit requests.
- Oversees the seasonal events compilation process for digital content and communications needs in coordination with the Communications Specialist and Director of Member Relations.
- Supports the Digital Marketing and CRM Manager on SEO and content marketing strategies that align with multi-channel advertising initiatives.
- Works with Director of Communications to ensure that key messages are brought to life on all content platforms, and across target audiences.
- Partner with the Creative Director to secure fresh photo and b-roll assets for use in content and communications vehicles across the organization.

Social Media

- Proactively and dynamically reflects what's new and now across social media channels, showcasing experiences and local personalities from across the city's neighborhoods.
- Leads social media channel strategy across platforms in consultation with Creative Director and Digital Marketing and CRM Manager.
 - Social media channels include Facebook, Instagram, X and LinkedIn.
- Manages organic content and promoted Reels; leads post creation and copywriting, UGC curation and audience engagement and sentiment analysis. Consults with Creative Director on creation of short-form video content with Creative Director.
- Manages Visit Alexandria's YouTube and Vimeo accounts, uploading new videos and keeping the accounts organized.
- Creates and maintains social media editorial calendar for the year.
- Manages contracted content creator(s).
- Collaborate with Agency of Record, PR agency to identify, vet and contract with potential social media influencer collaborators.
- Develops social media and marketing toolkits for members and partners.
- Tracks, records, analyzes and reports on social media performance.

Website Content and Editorial Content Creation

- Creates and updates content for VisitAlexandria.com, developing and researching story angles and article content, writing copy, securing visuals and uploading to the website.
- Actively build depth of content on VisitAlexandria.com to showcase unique destination attributes, stories, experiences and people to connect with core audiences.
- Proactively manages content on VisitAlexandria.com and co-leads a website priorities meeting with Digital Marketing and CRM Manager.
- Writes and adapts copy for the website based on established messaging goals, campaign objectives and member/stakeholder information.
- Builds and updates web content utilizing WordPress in collaboration with Digital Marketing and CRM Manager.
- Supports the Digital Marketing and CRM Manager on SEO and content marketing strategies that align with multi-channel advertising initiatives.

- Updates images and copy to ensure content remains fresh and engaging.

Community Engagement

- Regularly attends neighborhood business association meetings led by the Alexandria Economic Development Partnership (AEDP) and shares updates with team.
- Plays leadership role in community/business engagement efforts, especially as they relate to neighborhoods outside of Old Town.
- Represent Visit Alexandria at key community and industry events.

Tracking and Reporting

- Tracks, records, analyzes and reports on content performance and goals including organic social media performance (including Reels) and web visits, engagement rates, click-throughs, shares, etc. for monthly board reports, quarterly strategy sessions and other reporting needs in coordination with Digital Marketing and CRM manager.

Additional Duties

- Represents Visit Alexandria out in the community.
- Occasionally presents content performance results to Visit Alexandria Board of Governors, members and stakeholders.
- Edits written content/materials across departments, as needed.
- Joins MarComm team members in supporting additional projects such as photo and video shoots and event logistics.

Qualifications

- At least 3-5 years of communications and digital media experience
- B.A. degree in communications, digital marketing, creative writing or related field
- Excellent project management skills with a strong attention to detail
- Proficiency with website CMS (WordPress), email marketing platforms (such as MailChimp) and social media content organization platforms
- Outstanding written and oral communication skills
- Demonstrated initiative, ownership and time management skills
- Knowledge of SEO optimization a plus
- Basic Photoshop skills a plus
- Experience with CRM systems, digital asset libraries and YouTube/Vimeo a plus
- Positive energy and excellent interpersonal skills; ability to interact with a wide variety of people, both internally and externally at all levels
- Ability to creatively approach problems and assigned projects
- Available to work occasional evening and weekend hours
- Familiarity with Alexandria or the tourism/hospitality industry a plus

Compensation and Work Environment

- Salary commensurate with experience
- Full insurance package including health, dental, vision and disability
- 401(k) match up to 12% after one year
- 12 days paid vacation in Year One, increasing to 17 days in Years Two to Five, and 22 days in Years Six and beyond
- 14 ½ paid holidays
- Up to 12 days of paid sick leave per year
- Paid parental leave

- Paid parking or equivalent Metro public transit benefit
- Office is Metro accessible (King St-Old Town)
- Monthly reimbursement toward mobile phone bill
- Modern office facility including private office with access to adjacent co-working space, bike room, shower, game room and roof deck
- **Hybrid work model, with in-office work expected on Tuesdays, Wednesdays and Thursdays, and remote most Mondays and Fridays.**

We welcome all to apply and are committed to retaining, hiring, developing, and promoting diverse talent. Our culture is collaborative, celebratory, innovative, inclusive, and accountable. We work hard, but there is genuine respect for work-life balance, health, family, service and flexibility.

To Apply: Please send a cover letter and resume to apply@visitaalexva.com with “Content & Social Media Manager” in the subject line. Please include how you learned about this job posting.

No unsolicited phone calls, direct messages to staff or office visits, please.