

JOB POSTING: COMMUNITY ENGAGEMENT COORDINATOR

Company Profile

Nei-Turner Media Group publishes high quality, regional tourism guides and lifestyle magazines for niche audiences, with offices in Lake Geneva and Madison. Nei-Turner publishes many of the major visitors guides in the state, including the *Greater Madison Visitors Guide*, the *Minocqua Area Visitors Guide* and the *Lake Geneva Official Visitors Magazine*. The company also publishes a suite of magazines that were launched or acquired, including *The Celebration Society*, *Wisconsin Meetings*, *At The Lake* magazine, *Experience Wisconsin*, *Experience Michigan*, *Lakeshore Living* and *BRAVA Magazine*.

Nei-Turner manages web sites for each magazine brand and also produces several consumer events, including the Madison Women's Expo, Madison Well Expo, Madison Kids Expo, Milwaukee Kids Expo and the THRIVE series of career and active living events (for the Madison area).

Job Summary

Our ideal employee has working knowledge of all major social media networks and understands the ad platforms. We are looking for a skilled multi-tasker who can prioritize responsibilities on a daily basis. This position will handle up to 16 brand pages across the social media platforms.

- Create consistent brand voice for each of our unique brands online
- Monitor, engage, and build awareness on all social media platforms
- Contribute to all aspects of our social media efforts
- Assist in the creation of a brand strategy plan for each publication and event
- Implement and organize a social media content calendar

This position offers a flexible work environment based in the Lake Geneva, Wisconsin office.

Qualifications:

- Bachelor's degree in communications, marketing or related field.
- Experience in the media or tourism industry preferred but not required.
- Professional presence on major social media channels with highly developed written and verbal communication skills.
- Ability to interact and communicate effectively and persuasively.
- Enjoy being part of a team, but willing to make independent decisions as needed.
- Highly organized with ability to deal with multiple projects and deadlines.

How to apply: Send resume and cover letter to Barb Krause at bak@ntmediagroup.com