

AMERICAN DREAM.

Social Media Manager American Dream

APPLY

By applying to this job, you are agreeing to our [Terms and Conditions](#), [Cookies](#) and [Privacy](#) policies

DESCRIPTION

ABOUT AMERICAN DREAM

American Dream, developed by Triple Five Group, is an unparalleled mix of world-class entertainment, retail and dining, comprising more than 3 million square feet in East Rutherford, New Jersey, just minutes away from New York City. American Dream is home to leading attractions that includes DreamWorks Water Park, Nickelodeon Universe, Big SNOW, Angry Birds Golf, The Rink, Blacklight Mini Golf, and a curated collection of premier dining and retail stores, including flagship locations for H&M, Uniqlo and PRIMARK as well as Lululemon, Sephora, Aritzia, Zara and IT'SUGAR, the world's first "candy department store." For more information on American Dream, visit www.americandream.com or follow us on Instagram@americandream

ABOUT THE ROLE

The main purpose of the Social Media Senior Manager is:

To drive and generate sales for American Dream and its tenants using social media. To assist in the dissemination of key messages of American Dream and promote American Dream as the premier retail and entertainment complex. To utilize social media platforms to advance American Dream online presence.

WHAT YOU CAN EXPECT

- Develop and execute social media campaigns and strategies with measurable results
- Oversee and manage all content creation across all American Dream social platforms—including maintaining the content calendar
- Monitor appropriate messaging and develop American Dream “voice” across the platforms
- Monitor all media American Dream content (i.e. TikTok, Facebook, Instagram, Twitter, YouTube, etc.)
- Ensure that appropriate content is posted on behalf of American Dream on all entities in a timely fashion (daily, hourly)
- Utilize metrics and analytics to monitor traffic, sales, and trends across social media using Salesforce Social Studio and other platforms for tracking
- Monitor and research what industry leaders are doing in social media to keep American Dream on the cutting edge of technology

Collaborations:

- Collaborate daily with Website team, Retail team, Retention teams, Acquisition teams, and others to ensure organic social is supporting all marketing initiatives
- Work closely with American Dream executive team and security leadership on crisis preparation and real-time crisis management
- Oversee part-time Social Media Coordinator and grow the team, as needed in 2021
- Coordinate key messaging with national brands and sponsorship partners
- Work closely with Operations and Leasing teams to keep informed about new openings and happenings on property to organize best approach to guest communication
- Develop curriculum and teach American Dream employees and American Dream tenants regarding social media
- Work closely with PR agency to identify and connect with key bloggers and influencers and leverage their content for our own social channels

WHO YOU ARE

- Bachelor's Degree in Communications, Public Relations or Marketing preferred
- Three years of experience in the field preferred
- Has an eye for design, super-creative, and out-of-the-box thinker
- Understanding of Facebook, Instagram, Snapchat, YouTube, Twitter and other social media platforms
- Understanding of video production and editing for the digital and social platforms

- Experience producing digital content with programs like Canva, Adobe Creative Cloud, and others
- Passionate about pop culture, influencers, celebrities, music, art, and more
- Good verbal and written communication skills as well as strong organizational skills
- Strong organizational skills and ability to manage multiple assignments simultaneously

American Dream is an equal-opportunity employer and is committed to providing a workplace free from harassment or discrimination. All employment decisions are to be made without regard to race, color, age, gender, sexual orientation, religion, marital status, pregnancy, national origin/ancestry, citizenship, physical/mental disability, military status or any other basis prohibited by law.