

Social Media Content Specialist

City of Mansfield, Texas

Overview

The Social Media Content Specialist is responsible for developing, implementing, and managing digital content strategies to promote the City of Mansfield's Community Engagement initiatives and the Visit Mansfield tourism brand. This position ensures consistent messaging across platforms, fosters community engagement, and enhances Mansfield's reputation as a vibrant destination for residents, businesses, and visitors. The role involves close collaboration with the Director, Tourism Manager, and Community Engagement team to align messaging, campaigns, and promotions.

Key Responsibilities

- Create, curate, and manage engaging content across official City of Mansfield social media channels (Community Engagement, Mansfield Commission for the Arts, Historic Downtown Mansfield, and Visit Mansfield).
- Develop multimedia content, including graphics, short-form video, photography, and copywriting, tailored to diverse audiences.
- Collaborate with the Tourism Manager and Community Engagement staff to promote tourism initiatives, events, attractions, and city programs.
- Support citywide events, festivals, and cultural programs through live social coverage, community interaction, and post-event storytelling.
- Ability to handle on-site and servicing of industry and event trade shows
- Monitor analytics and coordinate with the Tourism Manager to prepare monthly reports to assess campaign effectiveness, audience growth, and engagement.
- Ensure content adherence to Mansfield's brand standards and strategic goals for Tourism and Community Engagement.
- Track trends and best practices in digital communications for innovative content strategies.
- Respond to community inquiries and comments in a professional, timely manner, supporting transparency and resident engagement.
- Partner with Communications, Parks & Recreation, and Cultural Arts to create unified city campaigns.

Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or a related field (or equivalent experience).
- 5-7 years of experience in social media management, content creation, or digital marketing, preferably within government, tourism, or community engagement sectors.

- Demonstrated proficiency in writing, editing, graphics, and storytelling, with the ability to adapt tone for various audiences.
- Strong Proficiency in social media platforms (Facebook, Instagram, TikTok, LinkedIn, YouTube, X), analytics tools, and scheduling platforms.
- Experience with Adobe Creative Suite, Canva, or similar tools for visual content creation.
- Ability to manage multiple projects in a fast-paced environment and meet deadlines.
- Passion for community engagement, tourism, and showcasing Mansfield's unique character.
- Ability to work flexible hours, including evenings and weekends.

Reports to: Director of Community Engagement


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 Job Type Full-Time	 Job Duration Indefinite	 Salary \$77,188.00	 Min Experience 5-7 Years
 Min Education BA/BS/Undergraduate	 Required Travel 0-10%	 Salary - Type Yearly Salary	 Job Function Technology

[AI Summary & Insights](#)

Description

Duties: The Digital Media Specialist is responsible for developing, implementing, promoting, and maintaining a positive city image through the utilization of Public Information, Social Media platforms, print media, and promotional video creation. The Digital Media Specialist is also responsible for updating/maintaining the city website in accordance with applicable laws, and under the direction of the city's Communications Director. This position ensures consistent messaging, transparent communication, and fosters public trust through proactive media relations, crisis communications, and community engagement. The position will assist in managing special projects and initiatives as directed by the Communications Director. This position will also assist the Communications Director with maintaining positive relationships between the mayor's office, city departments, outside agencies, and the local news media. Create and monitor content across standard social media platforms (e.g., Facebook, Twitter, YouTube, Nextdoor, LinkedIn, Instagram). Implement public information strategies to project a positive image of the city. Develop promotional strategies to disseminate effective messages to the public. Produce general video productions for internal/external communications and outreach purposes. Assists the Communications Director with facilitating press conferences and serving as an additional point of contact with news media. Respond to community messages in a timely, tactful, and professional manner using proper grammar. Attend meetings and training sessions with various city departments, including emergency operations. Design and create promotional materials, videos, graphics, and printed communications. Must have and maintain, without interruption, all necessary licenses, certifications, clearances, and/or job requirements. Must be available for events, emergencies, and media requests outside of regular business hours as needed. Must comply with City timekeeping, attendance, and professional conduct policies. Other duties as assigned.

Requirements

Qualifications: Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or a related field; or an equivalent combination of education and experience. Minimum of 5 years of progressively responsible experience in social media management, media relations, or strategic communications. Trained and certified (or able to be certified) Public Information Officer, with experience in emergency and crisis communications. Valid driver's license and ability to maintain required certifications without interruption. **PREFERRED:** Experience working in municipal or government communications. Experience with social media, video production, and digital content strategy.

The City of Pasadena offers very generous benefits to all full-time employees. For example:

Employee-only medical insurance starts as low as \$15 per month and the most expensive Employee & Family plan is less than \$350 per month.

The City has its own medical clinic staffed with a M.D. and two medical assistants. Employees and their covered dependents over the age of 5 can visit the clinic **FREE OF CHARGE**.

Employees and their covered dependents also have access to Virtual Visits with a medical professional **FREE OF CHARGE**.

The City offers college tuition reimbursement of up to \$3,500 per year.

As an employee, you will contribute a portion of your salary each pay-period towards your retirement and the City will match your contribution by 200%. Example, if you contribute \$100, the City will contribute \$200.

Civilian employees accumulate vacation at the following rates:

- Less than 6 years of service - two weeks of vacation per year.
- From 6 to less than 11 years of service - three weeks of vacation per year.
- From 11 to less than 21 years of service - four weeks of vacation per year.



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Multi-Media Content Specialist

City of Melissa

Melissa, Texas, United States +1 • (On-Site)

APPLY

Posted 3 days ago

Job Type
Full-Time

Job Duration
Indefinite

Salary
\$60,000.00 - \$65,000.00

Min Experience
2-3 Years

Min Education
BA/BS/Undergraduate

Required Travel
10-25%

Salary - Type
Yearly Salary

Job Function
Information...

AI Summary & Insights

Description

General Purpose:

The Multi-Media Content Specialist will create high-quality photography, videography, and graphic design content to support the City of Melissa's communications and marketing efforts. This position plays a key role in advancing the City's messaging across various platforms, including social media, digital, and print. The ideal candidate will visually tell the story of Melissa through engaging content while maintaining brand consistency. This position also assists with social media management, website updates, and public engagement initiatives

Examples of Duties:

- Develop, shoot, edit, and produce high-quality video content for City programs, services, events, and community initiatives.
- Capture and edit professional photos and videos to support marketing, communications, and public relations efforts.
- Serve as a creative lead for visual storytelling, ensuring content aligns with the City's brand identity and messaging.
- Transport, set up, and operate cameras, lighting, microphones, and other production equipment for field and/or studio projects.
- Attend and document City events, meetings, and activities, including evenings and weekends, as needed.
- Manage and maintain an organized library of photography and video assets for City use.
- Assist in developing and executing the City's digital media strategy, including social media campaigns and digital advertising efforts.
- Assist in designing graphics and multimedia content for social media, website updates, and promotional materials.
- Research current trends in digital content, social media, and video production to enhance engagement.
- Ensure compliance with the City's brand guidelines and overall strategic communications plan.
- Other duties as assigned.