



Social Media Content Creator

We're seeking someone who is passionate about creating fun and innovative social media content that brings our brand to life!

About Us

Appleton Airport is the third largest airport in Wisconsin and is voted one of the fastest-growing airports in the country. It is an exciting and fast-paced work environment that is both challenging and rewarding. Our vision as an organization is to be innovative and fun while being the leaders of the travel industry in our community.

Schedule & Location:

15-20 hours Monday thru Friday and flexible up to 40 hours during breaks and summer, may include some weeknights or weekends. This position is at the Appleton Airport, not remote.

Responsibilities

- Create engaging and high-quality content across the airport's social media channels, including LinkedIn, Instagram, Twitter, TikTok, Facebook, and other relevant platforms
- Drive followers, likes, engagement, and conversions
- Ensure brand cohesion in all of our communications- both visual and written in tone and voice
- Offer new ideas and concepts for social media content
- Stay in tune with emerging social media trends
- Actively monitor and evaluate social performance across all platforms
- Provide daily assistance across multiple projects, initiatives, and tactical needs with the ability to quickly flex and take on new projects within varying stages of planning and implementation
- Assist in planning on and off-site promotional events; including ATW Ice Cream Express, EAA AirVenture and Honor Flight

You Will Also Learn

You will learn 'insider' travel knowledge and experience the daily operation of the airport as a member of our team. You'll feel the love our community has for the airport as you represent us in the Fox Cities.

Requirements

- Background in social media, marketing, communications, advertising or fun
- Individual should be able to craft and execute a vision with creativity and style
- Active in social media and is first to know of new features and platforms as well as apply them and use them
- Must be comfortable with being assigned a goal and running with it — owning projects full circle from conception to delivery to follow-up

- Excellent written and oral communication skills
- Strong sense of customer service
- Should be open-minded, a fast learner, and able to adapt to a fast-changing environment
- Must be able to pass a federal background check and receive a SIDA badge
- Knowledge or interest in the Aviation/Travel industry a plus

To Apply

Send resume and cover letter to:

Hollie Foley
Marketing Communications Specialist
hfoley@atwairport.com