



**POSITION** Social Creator  
**REPORTS TO** Vice President of Marketing & Strategic Alliances

### EDUCATION

Degree in Video Production, Broadcast Journalism, Marketing, Social Media, Advertising, Communications, or relevant program, preferred.

### POSITION SUMMARY

Keep your pulse on the latest TikTok and Instagram video trends and utilize that knowledge to create high-performing video content for Lehigh Valley tourism. Influence how we amplify local voices and destination values. Supporting the Marketing Department promotion of Lehigh Valley as the destination of choice for leisure travelers, meeting planners, sports organizers, as well as local pride for residents and Lehigh Valley enthusiasts.

- Work as a videographer conceiving, designing, shooting, and editing short videos that will engage our visitor at large and local audiences and embody Discover Lehigh Valley's brand.
- Work together with the marketing and content team to understand performance and growth metrics to adjust creative for optimizing posts.
- Participate in brainstorming and content ideation.
- Generate a minimum of four TikTok/Reels ready videos per week utilizing original b-roll, while filming live events and festivals around the region for TikTok, Instagram, and Facebook.
- Conduct outreach for #LehighValleyPA and interact with our diverse tourism industry.
- Gain real-world experience working for the region's destination marketing arm.
- Stay informed about Lehigh Valley tourism news and events.
- Assumes other tasks or responsibilities as directed by the Vice President of Marketing & Strategic Alliances and the President and CEO.

### KNOWLEDGE AND SKILLS REQUIRED

- Creative self starter and passionate about social media and short-video formats; possess enthusiasm and "can-do" attitude.
- Must have demonstrated abilities in creating TikTok content inclusive of drafting compelling captions that incorporate brand messaging.
- Good analytical and written, oral, and interpersonal communication skills.
- Must be a skilled project manager and communicator; be organized and detail oriented.
- Experience with video-editing software, such as Premiere Pro or Final Cut Pro.
- Preference of own camera & sound equipment a plus; not required.
- Must work weekends and evenings; roughly 25 hours per week.
- Experience in destination marketing or tourism, a plus.
- Proficient in TikTok, Instagram, YouTube, and Google Drive (Gmail, Sheets, Slides, Docs, etc.).
- Must maintain a valid driver's license in order to perform responsibilities related to job functions.

### SUBMISSION

- Please provide links to a minimum of four Reels or TikTok posts you created along with your resume and portfolio.

**Resumes/Video Submissions accepted until December 30, 2022**  
[marketing@discoverlehighvalley.com](mailto:marketing@discoverlehighvalley.com) | **Subject Line:** Social Creator Position