

# Social Media Manager

## Visit Hershey & Harrisburg

Dauphin & Perry Counties, Pennsylvania

## About Visit Hershey & Harrisburg

Visit Hershey & Harrisburg is the destination marketing organization representing Dauphin and Perry counties in Pennsylvania. We promote the region's unique attractions, from world-famous chocolate experiences to rich historical heritage, outdoor recreation, and vibrant cultural offerings. Our mission is to drive tourism and economic growth by showcasing what makes our communities exceptional destinations.

## Position Overview

We're seeking a creative and strategic Social Media Manager to lead our content creation and engagement efforts. This position combines a lead role for hands-on social media management with a supporting role in longform written content development to tell compelling stories about our region. The ideal candidate is passionate about travel and tourism, understands the power of visual storytelling, and can translate local experiences into engaging content that inspires visitors.

This position reports to the Senior Director of Communications & Content Strategy and works collaboratively with social media personnel for ExploreHBG, VHH's Capital City-focused division, and Hershey Harrisburg Sports & Events Authority, VHH's sports and special events-focused division.

## Key Responsibilities

### Social Media Management

- Develop and execute comprehensive social media strategies across key platforms (Instagram, Facebook, TikTok, X, YouTube, LinkedIn, and emerging platforms as needed)
- Create, curate, and manage daily social content that showcases attractions, events, dining, accommodations, and experiences throughout Dauphin and Perry counties
- Monitor and engage with community members, responding to comments, messages, and mentions in a timely and on-brand manner
- Grow follower base and increase engagement through creative campaigns and authentic storytelling
- Track social media metrics and provide regular performance reports with actionable insights
- Stay current on social media trends, algorithm changes, and best practices in destination marketing

- Collaborate with local businesses, attractions, and tourism partners to amplify their content
- Manage user-generated content campaigns and influencer partnerships

## **Content Creation**

- Create photo and video content for social channels (basic photography, video editing, and voiceover skills required)
- Conduct research and interviews with local businesses, community members, and VHH staff to uncover unique stories
- Assist with written materials including blog posts, articles, itineraries, email newsletters, website content, and promotional materials
- Ensure all content aligns with brand voice, messaging guidelines, and marketing objectives
- Optimize content for SEO/GEO and discoverability

## **Strategy & Collaboration**

- Support overall destination marketing campaigns and seasonal initiatives
- Coordinate with the marketing team on integrated campaigns across digital and traditional channels
- Attend local events, attractions, and experiences to gather authentic content (some evening and weekend work required)
- Build relationships with tourism industry partners and stakeholders
- Assist with crisis communications and reputation management as needed

## **Qualifications**

### **Required**

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or related field
- 3+ years of experience managing social media for a brand, organization, or agency – or - related broadcast journalism experience
- Proven track record of growing social media audiences and engagement
- Excellent writing and editing skills with strong attention to detail
- Experience with social media management tools (Hootsuite, Sprout Social, Later, or similar)
- Proficiency with basic photo and video editing software (Canva, Adobe Creative Suite, CapCut, Meta, iPhone, or similar)
- Strong understanding of social media analytics and reporting
- Knowledge of SEO/GEO best practices and content optimization
- Ability to work independently and manage multiple projects simultaneously
- Valid driver's license and reliable transportation for local travel

## Preferred

- Experience in tourism, hospitality, or destination marketing
- Familiarity with the Hershey Harrisburg Region and central Pennsylvania
- Basic photography and videography skills
- Experience with paid social media advertising
- CMS experience
- Familiarity with email marketing platforms

## What We're Looking For

The ideal candidate is a digital native who thinks in stories and understands how to connect with audiences authentically. You're equally comfortable crafting a 15-second TikTok and a comprehensive blog post. You have an eye for compelling visuals and know how to turn everyday moments into shareable content. You're proactive, collaborative, and energized by the opportunity to promote a region with diverse attractions and authentic experiences.

## Compensation & Benefits

- Competitive salary commensurate with experience (Expected range \$58 to \$62K)
- Health, dental, and vision insurance
- Retirement plan with employer match
- Paid time off and holidays
- Professional development opportunities
- Flexible work arrangements (work from home opportunities up to two days per week)

## To Apply

Please submit your resume, cover letter, and links to social media accounts or content portfolios you've managed. Include 2-3 examples of content you've created that best demonstrate your skills and creativity.

Application materials should be submitted to: [allison@hersheyharrisburg.org](mailto:allison@hersheyharrisburg.org) by March 13, 2026

**Visit Hershey & Harrisburg is an equal opportunity employer committed to diversity and inclusion in the workplace.**