



**Job Title:** Contract Content Creator  
**Reports To:** VP of Communications

**Position Type:** Contract, Maternity Leave Coverage, primarily in-office role with flexible hours for events and content shooting

**Hours:** Minimum 25 hours per week; November 2022- March 2023, Flexible start date  
**Compensation:** \$400/week

**Summary:** Works to grow the Visit York County digital presence including engaging and retaining followers through social media and website and converting them into potential visitors. Ensures the Visit York County brand and message is visually consistent and clearly communicated to the travel industry, partners, media, and the community.

#### **Duties & Responsibilities**

- Writing and reviewing content for website, social media, and public communications
- Manage events calendar and CRM
- Create and distribute weekly newsletter, YoCo Buzz
- Manage the creation of monthly social content calendar
- Manage the organization's social media profiles, including Facebook, Twitter, LinkedIn, Instagram, Tik Tok
- Creation, design of event and branded graphics
- Shoot/edit photo and video content

**Attributes:** Strong organizational and communication skills  
Trustworthy, dependable & self-starter  
Customer service oriented

**Technical Skills:** Proficient knowledge of Microsoft Office suite, Canva, Photoshop, and other design software as needed to perform duties and responsibilities  
Ability to shoot photos and video

**Requirements:** Bachelor's degree preferred  
Excellent oral and written skills including a command of grammar, usage and vocabulary  
Strong attention to detail and proofreading  
Familiarity with local and regional area  
Must have his/her own transportation and hold a valid driver's license  
Travel, weekends and evening assignments

