



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 external 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
Experience with CRM/CMS platforms
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

Interested applicants should submit a resume and cover letter to Mallory Snyder at msnyder@visityorkcounty.com with the subject line Content Creator.