



Yosemite Mariposa County Tourism Bureau (YMCTB)

Yosemite Mariposa County Tourism Bureau is a private, not-for-profit organization

JOB DESCRIPTION

Job Title: Social Media & Digital Content Coordinator
Department: Communications Department
Reports to: Communications Manager
Status: Non-Exempt
Date: April 1, 2019
Status: Full Time

Position Summary:

Working as part of the YMCTB team and reporting to the Communications Manager, the Social Media & Digital Content Coordinator will support the overall YMCTB communications strategy, primarily through daily management of the social media and content creation/curation efforts. This includes all current and emerging social media channels.

This position will be responsible for creating content, including video, video editing, and photography. Additionally, this position will support the Communications Manager with other tasks, which may include blogs, written reporting, story writing and updates to the website.

Compensation:

Hourly range of \$16 - \$19.50, depending on experience.
Eligible for 401k plan participation after age 21 and 6 months of employment.
Significant health plan available the first of the month following 60 days of full-time employment.

Essential Functions:

Social Media

- Creates and implements annual social media content calendar while applying strategy to impact lodging web referrals.
- Create social media and web posts that nurture audience interaction and conversation.
- Engages and responds to social media posts and increases conversations about Mariposa County and Yosemite.
- Coordinates updates to social media platforms to provide accurate, engaging and relevant content.



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- Provides on-site real-time coverage for events and activities happening within Mariposa County by sharing on all social media platforms.
- Analyzes performance metrics, reviews strategies and provides monthly reporting to the Communications Manager and Executive Director on online presence and traffic.
- Work to ensure all social media messages are consistent with brand guidelines

Marketing Content & Collateral

- Assists Communications Manager with content creation for marketing materials including rack brochures, destination overview, flyers, vacation planner and other applicable materials.
- Creates, edits and updates photo and video assets.
- Assists with providing media assets to authorized media and travel trade requests.
- All content created by the Social Media & Digital Content Coordinator will be and remain the property of YMCTB, physically and intellectually.

Additional Responsibilities:

Websites, & Online Communications

- Develops and updates content for Yosemite.com including the copywriting and editing of all content for blogs, uploading and updating events, ensuring the website is featuring up-to-date and seasonally appropriate content and images.
- Develops content for monthly newsletters and special email blasts.
- Assists with updating content on other websites funded by YMCTB and Co-op partners. Examples include but not limited to Trip Advisor, Dog Trekker, Yosemite Journal, Visit California, AAA.

Requirements:

- Extensive knowledge of social media management.
- Ability to write accurate and engaging content for a variety of digital and print applications.
- Understand Google Analytics, social media dashboards, and the ability to track and report on the website and social media metrics.
- Proficient in Adobe Photoshop and Adobe Creative Cloud software, or similar photo editing software.
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- Working knowledge and proficiency with photography and videography, including editing skills, preferred.
- Some proficiency with Wordpress, web editing or similar CMS, and some familiarity with HTML.
- Extensive knowledge of Mariposa County and Yosemite National Park.
- Strong communication, teamwork, and organizational skills.
- Reliable vehicle and ability to drive to locations throughout Mariposa County, Yosemite National Park, festivals, and consumer or tradeshow events.
- Valid California driver's license and proof of automobile insurance. Driving record that meets company requirements.
- Yosemite Mariposa County Tourism Bureau is a business that operates 365 days a year. Weekend and holiday work schedules may be required at times and may include work-related travel, attendance and work participation at consumer and travel related sales tradeshow.

Environmental Conditions:

- Indoors: in a commercial office environment.
- The candidate would be expected to spend some time outdoors hiking in the region for the purposes of gaining social media followers, assisting with photo shoots and curating authentic content for blogs and other collateral.
- Frequently work at a fast pace with unscheduled interruptions. Responsibilities may require an adjusted work schedule, overtime, and evening/weekend hours in order to meet deadlines or operational needs.
- Occasional travel within and Mariposa County, Yosemite National Park and occasional travel to out of county consumer, travel and tradeshow.

Physical Demands:

- Candidate must be able to stand or sit for periods of time behind a computer terminal, at trade show booth, at an event, similar for extended periods of time.
- Ability to walk and hike on uneven ground that may include uphill and downhill trails.
- Must be able to lift a minimum of 15 pounds.

ADA/FEHA: The Company will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

EEO: The Company is an equal employment opportunity employer.