



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

Jackson County Tourism Development Authority
Social Media & Digital Content Specialist
Job Description

Status: Part-Time up to a maximum of 30 hours

FLSA Classification: Non-Exempt

Reports To: Sales and Marketing Manager

Pay Rate: \$20-\$23/hour commensurate with experience

Please Note: This position is NOT remote and has a physical office location in Sylva, NC.

I. **Primary Purpose of Position**

Assist the Sales and Marketing Manager in sourcing, creating, and delivering social media content across various platforms to increase the reach and effectiveness of JCTDA's social media strategy.

II. **Essential Job Functions (Duties and Responsibilities)**

- Assist in sourcing and creating content across various social media platforms, including Facebook, Instagram, TikTok, Pinterest, Twitter and more. Create Instagram Reels, Instagram & Facebook Stories, TikTok and other posts as assigned.
- Assist in creating organic social media campaigns to garner inspiration and drive visitation to Jackson County.
- Assist in copy editing content prior to posting.
- Identify, source, and organize high quality user generated content.
- Capture high-quality image and video content.
- Work with local stakeholders and businesses to authentically tell the story of Jackson County.
- Assist in monitoring, engaging, and community management of consumer-facing social media channels
- Utilize various data platforms to guide content strategy.

III. **Other Job Functions**

Other tasks will include occasional administrative office duties and other duties as assigned.

IV. **Knowledge, Skills, and Abilities**

- Must possess the ability to plan, create, and execute creative social media content campaigns.
- Must possess a basic understanding of social media analytics.

- Must be familiar with video and photo editing.
- Positive, diplomatic, professional attitude.
- Excellent organizational and project management skills including team collaboration and coalition building.
- Must possess the ability to communicate with clarity while understanding and explaining complex situations to team members, partners, and outside contacts.
- Must be proficient in grammar and spelling.
- Must be willing to participate in continuing education provided by the JCTDA.
- The ideal candidate would not only possess a technical knowledge of social media platforms but more importantly a creative mindset and an artistic mindset for visual discernment.
- Must be competent in social media platforms including, but not limited to Facebook, Instagram, TikTok, Instagram Reels, Instagram & Facebook Stories, Pinterest, Facebook Groups, and Twitter. Familiarity with Management and Scheduling platform Sprout Social is a plus.
- Must have a robust understanding of social media etiquette and learn to best represent the JCTDA brand voice to consumers.

V. Minimum Education and Experience Requirements

- Bachelors' degree in marketing, hospitality & tourism, communication, or an equivalent combination of demonstrated knowledge, skills, and abilities, education, and experience. 1-3 years managing social media for a brand and company as opposed to being familiar with social media platforms for personal use; 1-3 years of branded content creation for multiple social media platforms; 1-3 years of copy editing to author captions and engage with consumers on our channels.

VI. Special Requirements

Must maintain a valid NC driver's license and reliable vehicle to capture content for social media as needed (reimbursement is provided). Frequent county-wide trips to capture content will be necessary after an initial onboarding period. Employee will be subject to both environmental conditions: Activities will occur inside and outside. Walking/hiking: moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another. COVID Vaccination is required. If unvaccinated, vaccination must occur as soon as practical upon hire.

VII. Supervisory Controls

The position performs work under the general direction of the JCTDA Sales and Marketing Manager.

VIII. Supervision Given

None

Jackson County TDA is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act Amendments Act (ADAAA), the JCTDA will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

IX. **Signatures**

Employee Signature

Date

Executive Director

Date