



CHEROKEE COUNTY CHAMBER OF COMMERCE

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Destination Cherokee GA

tourism initiative through Cherokee County Chamber of Commerce

Digital Content Creator: Social Media, Content Creation, and Marketing Support

Location: Work opportunity with Cherokee County tourism venues on-site content creation, weekly meetings with tourism lead in Cherokee County, GA.

Hours: 20-40 hours per week, flexible schedule

Compensation: determined by experience and working hours

Duties: Social Media & Digital Content Creation

Support Destination Cherokee GA's tourism marketing efforts by managing and creating content for social media platforms. Their key responsibilities include:

Social Media Management

- Compose, prepare, schedule, and publish posts, reels, and stories across platforms (Instagram, Facebook, LinkedIn, Pinterest, and YouTube).
- Engage with followers by responding to comments, messages, and mentions.
- Monitor social media trends and recommend relevant ideas.
- Analyze performance metrics and suggest optimizations.
- Organize user-generated content and secure permissions for reposting.

Content Creation

- Capture and edit photos/videos showcasing local attractions, events, and businesses.
- Design graphics and promotional materials using Canva or Adobe tools.
- Write engaging captions, blog-style posts, and video scripts.
- Assist with live event coverage through stories and reels.
- Develop content series (e.g., "Hidden Gems of Cherokee County" or "Weekend Itinerary").

Other Marketing Support

- Upload and manage event listings on Explore Georgia and community calendars.
- Assist in crafting newsletters and promotional emails.
- Collaborate with local businesses for partnership content.
- Research tourism trends and competitors' strategies.
- Design and create marketing ads and brochures upon request.

Preferred Qualifications

- ⇒ Strong writing and communication abilities.
- ⇒ Familiarity with social media platforms, particularly Instagram, Facebook, LinkedIn, Pinterest.
- ⇒ Photography and video editing skills, experience with CapCut, Canva, and Adobe a plus.



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- ⇒ Passion for travel, tourism, and digital marketing.
- ⇒ Self-motivated, detail-oriented, and organized.