



FOR: Explore Butte County

POSITION: Social Media Content Coordinator

REPORTS TO: Marketing Director

SALARY RANGE: \$17.00 – \$20.00 hourly, non-exempt

HOURS: Part-Time (up to 20 hours/week), some nights and weekends required

## JOIN OUR TEAM

Explore Butte County (EBC) is a destination marketing organization established in November 2015 to oversee the management of the Butte County Tourism Business Improvement District (BCTBID). EBC has been entrusted with creating and implementing a marketing strategy and plan to position Butte County as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return visitor trips. In 2023, EBC launched Travel Chico in partnership with the City of Chico to promote tourism within the destination. In 2024, EBC launched Butte365, a year-round, all-inclusive arts and entertainment resource in and around Butte County, CA.

EBC is seeking a creative and self-motivated Social Media Content Coordinator to support the organization's visual storytelling and digital engagement efforts. Working under the direction of the Marketing Director, this role supports a consistent brand voice and vibrant digital presence across Explore Butte County, Travel Chico, and Butte365 platforms.

When you apply, please submit a resume as well as a cover letter that includes links to content you've created and tells us what inspires you about Butte County.

### Duties & Responsibilities

- Content Creation & Production
  - Create high-quality photo, video, and written content for social media platforms including Instagram, Facebook, YouTube, and TikTok.
  - Produce short-form, vertical video content aligned with current trends while maintaining Explore Butte County's brand standards.
  - Support end-to-end content production including filming, editing, caption writing, and basic graphic design.
  - Capture on-location content throughout Butte County highlighting local businesses, events, arts, culture, and natural assets.
- Social Media Coordination
  - Support management of the social media content calendar, including scheduling and publishing posts.
  - Assist with community engagement by monitoring comments, messages, and mentions across platforms and responding as directed.

- Help maintain consistent tone, voice, and visual identity across all digital channels.
- Stay informed on emerging social media trends and recommend content ideas that support organizational goals.
- Collaboration & Reporting
  - Participate in weekly check-ins with the Marketing Director to review performance, assignments, and upcoming content needs.
  - Assist with basic analytics tracking and performance reporting to evaluate reach, engagement, and content effectiveness.
  - Collaborate with internal staff, community partners, and event organizers to support content needs.
  - Additional Marketing Support
  - Assist with other marketing initiatives as assigned or aligned with individual interests and skill sets, such as long-form storytelling, photography for print or web, or special campaigns.
  - Support on-site content capture for events, occasionally during evenings or weekends.

**General Duties and Responsibilities**

- Participate in ongoing professional development and self-directed learning as provided by Explore Butte County.
- Protect company assets.
- Support all co-workers and treat them with dignity and respect.
- Be able to think and act quickly and efficiently in emergencies.
- May drive on company business.
- Comply with all Explore Butte County policies and procedures, including, but not limited to, workplace safety, reporting work-related injuries, Infection Control, and preventing potential safety risks for staff, clients, and others.
- Each employee at Explore Butte County is responsible for punctual and regular attendance. Employees are expected to report to work on time and be prepared to start working. They are also expected to remain at work for the entire work schedule. Late arrival, early departure, or other absences from scheduled hours are disruptive and must be avoided.
- Other duties as assigned. Please note that this job description is not designed to cover or contain a comprehensive listing of the employee's required activities, duties, or responsibilities. Duties, responsibilities, and activities may change at any time, with or without notice.

### *Education And Experience*

- Obtained or currently working toward a degree in Marketing, Communications, Public Relations, Journalism, or a related field is preferred. If currently a student, must be a junior or older with a minimum 3.0 GPA.
- Demonstrated experience managing professional or organizational social media accounts.
- Experience creating digital content using tools such as CapCut, Adobe Creative Suite, Canva, or similar platforms.
- Strong written communication skills with a high level of attention to detail.
- A passion for storytelling, travel, arts, culture, or community-based marketing.

### *Skills*

- Content Creation & Visual Storytelling: Ability to produce engaging photo and video content that aligns with brand standards.
- Writing & Communication: Ability to write clear, engaging, and on-brand captions and copy.
- Time Management & Organization: Ability to manage multiple assignments, meet deadlines, and work independently.
- Collaboration & Adaptability: Comfortable working both independently and as part of a team in hybrid and field-based environments.
- Social Media Knowledge: Understanding of major social media platforms, content formats, and best practices.

### *Essential Functions*

- Possession and continued maintenance of a valid class C California driver's license or the ability to provide alternative transportation as approved by the appointing authority and a safe driving record.
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 40 lbs.
- Must be able to climb stairs, walk on inclines, and walk on uneven terrain to capture content and meet with stakeholders.

*Explore Butte County is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical*

*conditions), and sexual orientation.*