



## Brand Content Creator & Coordinator

The Brand Content Creator and Coordinator's primary focus is to capture social video and still content at events, partner sites, destination attractions, and local businesses that are in line with Cody Yellowstone's brand guidelines and established social strategy. This role will also include working with social strategists to collaborate on reviewing and approving social posts and planning content capture activities based on an existing editorial calendar. This role will also work with local creators, business owners, personalities, and stakeholders to help foster deeper connections and collaborations across the destination.

### Responsibilities

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- Capture social video and still (photography) content based on the editorial calendar and overarching social strategy.
- Collaborate with social strategists and video editing partners to plan and act on trend-based content activities.
- Work and coordinate with local community personalities, content creators and experts to reflect their ideas, itineraries, and perspectives across the Cody Yellowstone social media channels in authentic ways and according to the overarching social strategy and editorial calendar.
- Review and approve social content scheduled in partnership with agency partners.
- Share live content from events and special activities that is in line with brand guidelines, social strategy, and the editorial calendar.
- Contribute to monthly editorial meetings and quarterly planning sessions.
- Enhance the success of current programs already in place such as the Sippin' Trail, Wild West Trail, and Bears In the Basin.
- Assist the Marketing Manager with the success of current programs in place such as #WildWatch and multiple event takeovers.

### Requirements

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- 1-3 years of experience in social media content creation and/or management.
- Proven experience capturing still and video content for social channels (Instagram Reels, YouTube Shorts, TikTok) that demonstrates an understanding of the platform and medium.
- Post-secondary education with a focus on public relations, marketing, journalism, communications, advertising, business, or equivalent professional experience.
- Familiar with, and interested in social media platforms, online marketing tactics, and trends.
- Possesses a strong creative mindset and attention to detail.
- Excellent written and verbal communication.
- Highly organized with the ability to function in a fast-paced business environment.
- Excellent time management skills with the ability to meet tight deadlines.
- Proven ability to collaborate and work within a team environment.
- Maintains a self-starter attitude with an eagerness to learn and grow.

### Measures of Success

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- Submits complete, quality work within set deadline.

- Consistently upholds brand guidelines and standards.
- Ensures content is accurate, on-brand, and engaging.
- Demonstrates initiative and continuous learning.