



PRINCE EDWARD COUNTY  
ONTARIO CANADA

## **SOCIAL STRATEGIST and CONTENT CREATOR**

Full-Time 12-Month Contract

Start Date: August 2025

*Visit the County* is searching for a passionate social media strategist who can seek out and capture The County's beauty, hidden gems, personalities, unique culture and history. We're looking for someone who can create the kind of content that online audiences love—someone who makes stories come to life across digital channels.

This role will execute Visit The County's content-first creative strategy, lead content development and drive community engagement across social platforms.

We're looking for a combination of social expertise, storytelling know-how and creative vision to fuel our destination brand's competitive growth and engage our online community.

### **Who You Are:**

- You are a highly visual storyteller. Videography, photography, captions, replies, and art direction come naturally to you
- You have experience ideating and technically creating content
- You are a pro-active, people-oriented, go-getter with a "get it done" attitude
- You're curious and data-driven, with an eye on results and the big picture
- You love staying up to date with cultural and social trends to layer them into the bigger strategy on time.
- The idea of making connections and building business relationships within The County™ and online energizes you!
- You are comfortable with self-directed project work

### **Job Description:**

#### Social Media Strategy

- You'll play a crucial role in helping chart the path forward for our brand's digital storytelling approach.

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- You will demonstrate your digital and social knowledge by overseeing the execution of digital marketing campaigns and programs.
- You will lead in content creation, paid media, and reporting
- You'll propose and execute innovative storytelling campaigns to engage audiences, stakeholders, brands, on social media
- You'll dare to be disruptive by introducing innovative ideas and helping to evolve our digital strategy.
- You'll monitor, analyze & report on the performance to inform future campaigns and partnerships
- Other duties as reasonably required

## Content Creation

- You'll keep your finger on the pulse of what's new and happening in The County™ and quickly jump on creative opportunities.
- You'll write, shoot and post fresh, timely & on-brand social media content (video, still photography, GIFs, post copy, responses) across our various social platforms such as Instagram, Facebook, LinkedIn, TikTok, etc on our consume-facing and industry channels
- Look for opportunities to engage actively and foster timely conversation and responses

## Influencer Relationships

- You will play a key role in helping us build our creator community
- You'll manage and maintain a user generated content strategy and database consisting of content from influencers and local business operators

## PEC Community Engagement

- You will be building relationships and collaborating regularly with entrepreneurs and individuals working in the tourism and hospitality industry
- You will be keeping your finger on the pulse of the community, seeking opportunities to engage, listen, and educate

## **What You Bring To The Table:**

- A proven ability to lead, devise and create a digital, social and content strategy—with a focus on editorial storytelling and growing brands online
- A rich understanding of social & digital channels, formats, trends, and culture
- Minimum 2-5 years creating and directing video content + social content
- A body of work (reel/portfolio) that highlights your capabilities and shows off your proficiency in your field with a clear delineation of your role (created vs directed vs shot vs anything else)— Please include links in your resume!

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- With a clear delineation of your role (created vs directed vs shot vs anything else), please include links in your resume
- A relentless passion for the role of digital for storytelling, brand building & community engagement
- Working knowledge of Canva, CrowdRiff, Sprout Social, Later, Meta Business Suite
- Ability to edit and deliver assets to platform specifications
- Excellent writing and language skills.
- Video, Photography, & writing skills are required
- Demonstrated understanding of the influencer marketing landscape in both the Canadian and US markets; you know what great influencer content and results look like
- Ability to assess project timelines and meet deadlines
- Ability to translate executive leadership directives into social media strategies and deliverables
- A valid driver's license with dependable vehicle flexibility to work occasional evenings/weekends as necessary for event-specific or other time-sensitive purposes.
- Foster a culture that champions diversity, equity, and inclusion within Visit The County.
- County-based [or live in proximity] with a knowledge of the unique history and contemporary culture of Prince Edward County.
- Reporting to Executive Director, you will work with all VTC departments to foster a teamwork environment and culture that encourages personal integrity, accountability & responsibility

## Nice to Haves

- A strong understanding of Ontario's tourism industry is an asset
- A marketing degree is welcomed but not required with relevant work experience
- Knowledge and understanding of working with Lifestyle, Food & Beverage or Travel Brands
- Experience in influencer and ambassador platforms



**Salary Range is \$55,000 - \$65,000**

We'll contact applicants that fit directly and invite them for a virtual interview. Please send a resume and a cover letter (feel free to get creative here!) that addresses the above qualifications to [opportunities@visitthecounty.com](mailto:opportunities@visitthecounty.com) **by July 11, 2025 at 5PM.**

Please include 'Social Strategist and Content Creator' in the subject line and links to a portfolio or sample reels.

**What We Bring To The Table:**

- At Visit The County, we have a simple goal: to be authentic marketers on a mission to position Prince Edward County as a world-class, year-round destination
- The freedom for you to spend time away from your desk, capturing the essence of The County™ and building relationships with the local community
- The freedom for you to innovate, try new things and design the future of Visit The County's digital brand
- Remote work model and purposed-based time experiencing The County™
- Two weeks paid vacation, plus days off for your birthday, statutory public holidays, including National Truth and Reconciliation Day
- Office closure (Christmas -New Year)
- Flexible sick days
- Cell phone reimbursement

**Organizational Profile**

Visit The County is the official Destination Marketing and Management Organization [DMMO] for Prince Edward County with a mission to enrich the quality of life in Prince Edward County through responsible and sustainable destination development. By 2030 we envision Prince Edward County as a world-class, year-round destination with a flourishing visitor economy that is embraced by all community stakeholders.