



REQUEST FOR APPLICATIONS

Part-Time Social Media and Content Contractor

Mt. Hood/Columbia Gorge Regional Tourism Alliance
c/o Clackamas County Tourism
2051 Kaen Rd
Oregon City, OR 97045

Contact: Lizzie Keenan
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Overview

The Mt. Hood and Columbia River Gorge Regional Tourism Alliance, managed by Clackamas County Tourism, is seeking a part-time contractor or agency to manage our tourism/destination social media channels ([Instagram](#) and [Facebook](#)), and [website](#) content under the direction of the Regional Coordinator.

The Mt. Hood/Columbia River Gorge Region Tourism Alliance (MHCRGRTA) is the Regional Destination Management Organization (RDMO) for the Mt. Hood and Columbia Gorge region. There are four tourism DMO partners that make up the Alliance:

- Clackamas County Tourism, representing east Clackamas County (Estacada, Sandy, Villages of Mt. Hood, Government Camp)
- Visit Hood River, representing all of Hood River County
- The Dalles Area Chamber of Commerce, representing north Wasco County
- Explore Troutdale, representing east Multnomah County (Troutdale, Wood Village, Corbett, Cascade Locks)

The Mt. Hood/Columbia River Gorge RDMO seeks to use responsible visitor management to build awareness for the region as a multi-day and year-round travel destination that benefits all communities. Our mission is to continuously and creatively address the challenges that come with being a mature destination that is surrounded by small communities and neighbors Oregon's largest metro area.

Scope of Work

Responsibilities for this contractor include:

Social Media

- 5-7 posts on Instagram and Facebook a week hitting prioritized goals and messages for the region
- Share relevant partner stories on Instagram
- Monitor and engage with users on Instagram and Facebook
- Manage social posts for special marketing campaigns, PSAs, etc.
- Monitor trends in social media and make recommendations for adoption of new tools, strategies and applications as appropriate

Website

- Manage blog for the website
 - Manage content calendar for the website with regional partners. DMO regional partners write the stories each week, this role needs to send reminder emails to them, review blog submissions, edit as necessary to support unified voice, and post them to the website and on social media.
 - Write 1 regional focused blog a month, or as needed for special campaigns
- Update website content, as necessary, as directed by the Regional Coordinator.

Other

- As needed, research and compile current, historical, and relevant information related to specific content.
- Participate as necessary in tracking and reporting that is needed to measure the program and results.
- Duties related to content program implementation, as assigned by the RDMO regional coordinator.

Added Value

Preference given to individuals/agencies that live in or near the region or have previous knowledge/experience with the Mt. Hood and Columbia River Gorge region.

Preference given to experience and/or knowledge of incorporating destination management principles into consumer communications.

Compensation

We anticipate this work to be about 5-8 hours a week, up to 35 hours a month. The position will be billed at an hourly rate with invoices sent once a month.

Timeline for Application

Please send a cover letter, resume, hourly rate and a short writing/social media sample to lizzie@hood-gorge.com by **September 20, 2022**. Use the following in your subject heading: "Application for Mt. Hood and Columbia River Gorge Social Media & Content Contractor."

Applications will be reviewed on a rolling basis.