



## REQUEST FOR APPLICATIONS

### Visual Storytelling Contractor

Experience Mt. Hood and the Gorge  
c/o Clackamas County Tourism  
2051 Kaen Rd  
Oregon City, OR 97045

Contact: Ithaca Janzen  
[Ithaca@hood-gorge.com](mailto:Ithaca@hood-gorge.com)

### **Overview**

Experience Mt. Hood and the Gorge, managed by Clackamas County Tourism, is seeking a contractor (individual or firm) to help develop and manage visual content to inspire travel throughout the region. This contract operates under the direction of the Experience Mt. Hood and the Gorge Regional Coordinator.

Experience Mt. Hood and the Gorge is the Regional Destination Management Organization (RDMO) for the Mt. Hood and Columbia Gorge region in Oregon. There are five tourism Destination Management Organization (DMO) partners that make up Experience Mt. Hood and the Gorge:

- 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 Tourism Committee, representing Cascade Locks

We are seeking a creative and strategic contractor to help create compelling visual storytelling, engage audiences across social platforms, and amplify partner stories to promote our destination. This position will work to create and share seasonal, responsible travel inspiration that optimizes impacts to our communities via social media and

occasional website content. Contractor will work closely with the Regional Lead for Experience Mt. Hood and the Gorge to ensure messaging meets regional key priorities, utilizing an existing library of visual assets to create engaging storytelling content. This position will also be responsible for light monitoring of social media channels (Instagram and Facebook) and tracking key KPIs. Overall, support from this position will help Experience Mt. Hood and the Gorge work toward the following four main goals:

1. Spread seasonal, responsible travel inspiration that optimizes tourism impacts to our destination
2. Provide consistent social media presence based on a yearly content calendar with measurable KPIs
3. Serve as a strong resource to amplify partner social media channels
4. Organize and improve usability of our visual library showcasing the Mt. Hood and Columbia River Gorge Region

This work has a total value not to exceed \$15,000 and will take place between October 2025 – June 2026.

### **Scope of Work**

- Content Planning & Strategy (25%)
  - Create and maintain a content calendar, with input from Regional Lead
  - Develop a brand standard and template for social media content
  - Collaborate with Regional Lead to set KPIs and analytics for tracking
  - Hold regular meetings with Regional Lead to assess content plan and KPIs
    - Include performance report
    - Provide recommendations to optimize results
- Content Creation (60%)
  - Produce ready-to-post short-form content for social media (Instagram, Facebook, YouTube, and others as appropriate).
    - Produce at least one piece of content each week using our existing asset library (Crowdriff)
    - At least 50% of content should be short-form videos (from existing footage)
  - Organize digital photo and video assets
- Social Media Management Support (15%)
  - Monitor social media messages and comments and respond as appropriate
  - Share partner content as it aligns with regional goals and strategy

### **Preferred Qualifications**

- Demonstrated experience managing tourism, travel, or lifestyle brand social media accounts
- Strong visual storytelling and editing skills, including light video editing and photography
- Proficiency with the following tools:
  - Meta
  - Instagram Reels editing
  - Canva
  - Crowdriff
  - Monday.com
- Preference will be given to individuals/agencies that have previous knowledge/experience with the Mt. Hood and Columbia River Gorge Region's tourism businesses, organizations, and priorities.

### **Application**

To apply, please send the following application materials to [ithaca@hood-gorge.com](mailto:ithaca@hood-gorge.com).

- Resume
- Cover letter that addresses
  - Your approach to creating engaging travel content
  - How do you incorporate UGC into your social media strategy
  - Why are you interested in this position
  - Please note any existing clients that could be considered a conflict of interest to Experience Mt. Hood and the Gorge RDMO
- Billing structure/hourly rate and expected deliverables within that range. This contract should not exceed \$15,000 total value during the period from October 2025 – June 2026.
- 2-3 relevant work examples highlighting visual storytelling – must include video
- 2-3 references from previous clients or collaborators

This contract position will remain open until filled, with applications for the first round of reviews due by **5pm Monday September 22, 2025**.