

Digital Marketing Coordinator – Mammoth Lakes Tourism

Summary

Under the direction of the Director of Marketing and Senior Content Marketing Manager, the Digital Marketing Coordinator works as a digital liaison for Mammoth Lakes Tourism and the Mammoth Lakes business community. This position will be responsible for managing social media channels, with a focus on content production, growing social channels, engagement and community management. Additionally, the Digital Marketing Coordinator will manage the brand's day-to-day photography needs as well as long-term goals for a growing photo library. The role may also require assisting in basic updates to the website and implementation of paid campaigns on social media.

Job Requirements

Content Creation

- Experience capturing and managing social media content on a variety of platforms (Facebook, Twitter, Pinterest, Instagram, TikTok, etc.)
 - An understanding of how to create shareable content that tells a story and engages an audience using words, images, video, and graphics
 - Successful track record of elevating brand perception and awareness through strategic and creative content initiatives
 - Project management skills to manage editorial schedules and deadlines within campaigns
 - Proficiency with social analytics tools and content management systems
- ### Community Management
- Experience as a social media community manager and driving engagement
 - Ability to write in brand voice and create compelling messages for target demographics and market personas
 - Experience managing photoshoots including casting talent, scheduling and location scouting

Digital Asset Management

- Photography and photo editing experience necessary
- Experience managing a large library of digital assets

Interpersonal/Team Skills

- Must be organized and able to independently manage projects, solve problems and meet deadlines
- Strong interpersonal skills, including the ability to work on team
- Comfortable in a collaborative, fast-paced team environment

Preferred Experience

- Experience in multi-channel content creation in travel, outdoor recreation or related field
- Management of small budgets for social media boosted posts
- Passion for outdoor recreation and travel. Ability to ski/snowboard preferred
- Strong writing skills a major plus

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- Basic graphic design skills, including proficiency with Adobe’s Creative Suite
- Experience with trade shows or representing brands at meetings and conferences
- Management of permits for photo and video shoots (ex: USFS permits)

Education

- Bachelor’s degree in Marketing, PR, Communications, Journalism or related field preferred
- Or a combination of training and experience that provides the required knowledge, skills, and abilities to perform the job requirements

Compensation/Benefits

- Pay between \$18–20/hr depending on experience and qualifications
- Mammoth Lakes Tourism is a private, not-for-profit 501c(6) organization that provides its employees a benefits package that includes an Ikon Pass in winter, a Snowcreek Resort golf season pass or Mammoth Mountain Bike Park Pass in summer, company paid medical plan, paid vacation time, and a 401k pension plan with up to 4% company contribution

How to Apply

- Please email cover letter and resume with the subject line Digital Marketing Coordinator to Meghan Miranda, Senior Content Marketing Manager: mmiranda@visitmammoth.com
- Include any links to portfolio pieces, professional social media and/or other relevant links
- No telephone calls, please
- Position remains open until filled