

Position: Local Marketing Manager

Employment Type: FTYR salaried

Job Functions: Marketing, Advertising, Community Relations

Job Description

Mammoth Lakes Tourism (MLT) is looking for an experienced Marketing Manager to assist in local marketing and community initiatives, as well as serve as liaison between MLT's Special Events, Communications & PR, International and Marketing departments. The position will be a key team member in bridging the organization and the local community through marketing and outreach. The main responsibilities center on local advertising and marketing plans to drive web visitation for in-town visitors, as well as locals, and deliver messaging around the organization's purpose and benefit to the community. The ideal candidate will bring creative and innovative ideas on how best to reach guests and locals in the community.

Key Responsibilities

Under the direction of the Director of Marketing, the position will build marketing and communication plans to increase awareness of the organization's benefit to the financial health of the community, as well as build advertising plans locally for air service, special events and the resources available on VisitMammoth.com. The position will also work closely with the senior leadership team on community-outreach events including Community Coffee, workshops, and Open House events, as well as community-focused projects such as the annual visitor guide, and community business tools like the Google DMO program, sticker and map programs, and more.

Marketing Manager will perform duties that include, but are not limited to:

Marketing

- Local advertising
 - Local air service marketing
 - Locals air discount marketing
 - Street banners
 - Sticker drops / sticker inventory
 - Collateral for local business community (check presenters, placemats etc.)
- Manage Mammoth e-Gift Card program and institute promotional programs to increase sales
- Create community promotional programs to build awareness and traffic into local businesses
- California Welcome Center liaison
- Manage visitor guide content, design, printing and distribution
- Coordinate with office manager on the ordering, distribution plan and delivery of town marketing collateral
- Manage the Certified Folders distribution contract, account and rack placements
- Coordinate fishing season marketing programs/lake stocking announcements
- Develop a "Made in Mammoth Lakes" campaign
- Assist marketing team to create a steady flow of content for the Visit Mammoth and Mammoth Lakes Crib social channels and website
- Represent Mammoth Lakes Tourism on the Mammoth Lakes Restaurant, Lodging and Retail Associations
- On occasion, represent MLT at local, regional and state government task force, including, but not limited to: Mammoth Lakes Town Council, Mono County Board of Supervisors, and Yosemite Gateway Partners and others, as requested
- Cooperative planning liaison with local and regional agencies (including USFS) where appropriate, on local initiatives that include, but are not limited to, fish stocking,

Mammoth Lakes Welcome Center - a designated California Welcome Center, Chamber of Commerce educational programs, and regional marketing campaigns

- At times, represent the Mammoth Lake Welcome Center at Visit California Welcome Center (CWC) strategy meetings and effectively communicate results to interagency stakeholders
- Effectively communicate Visit California, CalTravel, US Travel and Brand USA initiatives to local partners
- Coordinate with local lodging partners to promote air service messaging within their guest communications
- Manage budget and ordering for promotional SWAG items

International Sales & Marketing

- Available for FAM or VIP dinners and tours, (back-up to International Marketing Director)
- Assist with visitors guide ad sales as necessary

Communications

- Available for FAM and VIP dinners and tours (back-up to Communications Director)
- Assist with planning and coordination of writers' conferences, such as SATW
- Serve as MLT representative on local radio, and other organizational meetings and service clubs and other local touchpoints, as needed
- Assist Communications Director with coordination of MLT's annual Open House event
- Assist with monthly Community Coffee events
- Assist with growing Communications Department newsletter lists – 5-in-5 and Tourism Insights

Special Events

- Create community driven social media posts for MLT's community events
- Manage promotion of community events through email marketing, collateral, etc.
- Assist in coordination of event surveys
- Assist in management of event street team
- Manage creation and distribution of event posters and brochures
- Implement community strategy that will include elements such as assisting with community PR, creating and managing industry events and in-person events in the community
- Planning and executing local marketing campaigns that include owned, earned, paid and town asset (light poles, electronic sign, etc.) channels
- Assist in coordination of event site tours/visits

The successful candidate will have a record of building and maintaining highly engaged community programs as well as grass roots marketing campaigns. A dedication to creating and maintaining quality partnerships among stakeholders is key.

Qualifications

- BS/BA in related field, plus 2–4 years of professional experience
- Experience in marketing, communications and customer service
- Experience in planning and executing grass roots marketing efforts including, but not limited to, developing strategy, negotiating and signing media contracts, executing campaigns and reporting
- Strategic thinking skills and the ability to solve problems and overcome obstacles
- Excellent verbal and written communication and presentation skills, and the astute ability to listen

- Strong leadership and a high degree of independence while still functioning within a team-oriented and collaborative work environment
- Political acumen
- Current with industry trends through education and attendance of industry conferences
- Proactive, goal-oriented individual
- Outstanding time and transparent project management skills with ability to manage and appropriately prioritize multiple projects in a fast-paced environment
- Ability and willingness to teach and network
- Ability to learn and understand technology is crucial. Efficient in Microsoft Office, Google platforms, social channels. Comfortable working on a Mac platform
- Must be able to lift 30 lbs.
- A strong understanding of the tourism industry and government policy is a plus
- Experience working in interagency partnerships is a plus
- Some travel required

Compensation

- Starting salary: \$54,000–\$58,000 DOE
- 100% paid health and dental insurance
- Paid Time Off
- Ikon Ski Pass (Unlimited access to Mammoth Mountain with additional access to 44 other destinations)
- Mammoth Mountain Bike Pass or Snowcreek Resort Golf Pass
- 401k plan after 3 months

To apply, please send resume, cover letter and salary requirement to Brian Wright, Director of Marketing, at bwright@visitmammoth.com.