

COMMUNICATIONS COORDINATOR

Mammoth Lakes Tourism

Position Profile

Under the direction of the Director of Communications, the Communications Coordinator works as a liaison for Mammoth Lakes Tourism and the Mammoth Lakes business community. This position will be responsible for media hosting, media visit coordination, press release development, media agency relationship, and in-market media visitation. Additionally, the position will support the Director of Communications with all content needs, both paid, earned and owned for the organization, including website content, email newsletters and the content creator program, plus support for community content and organizational event needs. The position will also focus on increasing awareness and media coverage for Mammoth Lakes.

Responsibilities

- Write and distribute press releases.
- Work closely with MLT's PR agency.
- Work closely with local lodging, restaurant, retail, and activities to coordinate media visit itineraries for journalists around the country and help with visit execution while they are in town.
- Distribute articles and other exposure to local businesses and individuals who are included in them.
- Manage cleaning schedule and athlete check-in for the Mammoth Lakes Crib program, as well as collaborate on the Crib content program, including content creation and expansion of influencer partnerships.
- Management of earned content creators and support of marketing team's efforts with paid content creators. Support for the expansion of content creator/influencer program
- Support Director of Communications for Community Coffee and other community events such as open houses and others as needed.
- Manage visitor and community newsletters under the oversight of Director of Communications
- Update web content copy and create new blog posts in collaboration with the content team
- Support the Director of Communications in local partnership opportunities such as the Eastern Sierra PIO Group and others as needed.
- Enthusiastically participate in other Mammoth Lakes Tourism assignments, including marketing tasks, as needed to help achieve the overall mission of the organization.

Minimum Qualifications

- Applicants must be willing to relocate as position will reside in our Mammoth Lakes, California office.
- The ideal candidate will possess a good understanding of Mammoth Lakes and understand the basics of networking.
- Strong interpersonal and relationship skills are essential.
- Possess a valid California driver's license and reliable vehicle.
- Must be a proficient skier or snowboarder to tour visiting media and VIPs on Mammoth Mtn.
- Working knowledge of MS Word, Excel, PowerPoint and GoogleSuite
- Competent decision-making, problem solving, time management, and organization skills a must.
- Ability to manage multiple priorities.
- Demonstrate creativity, initiative, and self-motivation.
- Strong writing and communication skills.
- Must be willing to travel for occasional work-related trips.

Education:

Any combination of training and experience that provides the required knowledge, skills, and abilities is qualifying for this position.

Experience:

Relevant experience in media relations, hospitality or other related field preferred.

Compensation/Benefits:

Starting wage of \$25-\$30/hour DOE for a minimum of 32 hours per week. Hourly position.

Mammoth Lakes Tourism is a private, not-for-profit 501c(6) organization that provides its employees a benefits package that includes a Mammoth Mountain winter season pass, plus a Snowcreek Resort golf season pass OR a Mammoth Mountain Bike Park Pass, company paid medical plan, a 401(k) pension plan with up to a 4 percent company contribution and paid time off.

Application

1. Please email cover letter and resume to:

Lara Kaylor – Director of Content, Communications & Domestic PR
lkaylor@visitmammoth.com

No telephone calls, please. Position remains open until filled.