

Digital Content Specialist

Mammoth Lakes Tourism

Reports To: Senior Marketing Manager

Status: Full time, Non-exempt

Position Profile

Under the direction of the Senior Marketing Manager, the Digital Content Specialist plays a key role in executing Mammoth Lakes Tourism's digital marketing and digital content strategy. This position supports the development and management of Visit Mammoth's online presence through content creation, social media management, video storytelling, digital advertising, and analytics reporting.

We're looking for someone who is passionate about creative storytelling, understands how to engage communities through digital platforms, and is excited about promoting the Mammoth Lakes experience. The ideal candidate thrives in a collaborative environment, is proactive, and can manage a variety of digital tasks while maintaining brand consistency.

Responsibilities:

Social Media & Content Management

- Develop, maintain, and execute a digital content calendar aligned with seasonal campaigns, local events, and promotions.
- Support influencer marketing and content as needed
- Manage daily social media operations including content scheduling, publishing, community engagement, and monitoring.
- Create strategic social promotions and campaigns, including contests, airfare sales, and giveaways.
- Capture and publish short-form vertical video content for Instagram Reels, TikTok and other platforms.
- Increase the use of Reels and video to highlight local businesses and community stories.
- Organize and manage user-generated content (UGC) using CrowdRiff.
- Support community engagement across Visit Mammoth's digital platforms.

Videography & Visual Storytelling

- Lead production of both short and long-form video content for use across social, web, and digital advertising.
- Produce, edit, and publish compelling visual content that supports marketing goals and maintains brand consistency.
- Coordinate with external vendors for large-scale video production, as needed.
- Identify, plan, and maintain key video assets, including organizing internal B-roll libraries.

Content Writing & Web Updates

- Assist with creation and optimization of blog articles, newsletters, and web content in coordination with the Content Marketing Manager.
- Support SEO optimization efforts for website content and images.
- Contribute to destination storytelling through written content that aligns with brand

Community & Event Support

- Attend and document local events, capturing engaging visual content for digital use.
- Share timely event-related content across digital channels.
- Support community initiatives, including local air service and campaigns for local businesses.

Digital Performance & Analytics

- Track and report on key performance metrics using Google Analytics, Meta Business Suite, and other analytics tools.
- Stay current on emerging digital trends, platforms, and best practices.

Minimum Qualifications

- 2–3 years of experience in digital content creation, social media management, or digital marketing.
- Proven success in producing engaging content, especially on TikTok and Instagram.
- Strong writing and communication skills with a clear understanding of brand tone and audience targeting.
- Familiarity with Meta Business Suite, Google Analytics, social scheduling tools and CRM / CMS platforms.

- Highly organized, proactive, and comfortable managing multiple projects on deadline.
- Passion for Mammoth Lakes and outdoor recreation is a strong plus.
- Ability to ski/snowboard preferred.

Education & Experience

Any combination of training and experience that provides the required knowledge, skills, and abilities is qualifying. A bachelor's degree in Marketing, Communications, Digital Media, or a related field is preferred.

Compensation & Benefits

- Starting wage: \$28–\$32/hour, DOE for a maximum of 40 hours per week.
- Benefits include:
 - Company-paid medical insurance
 - Paid time off
 - 401(k) plan with up to 4% company contribution
 - Winter Ikon Pass
 - Wellness and Professional Development funds

To Apply

Please send your cover letter and resume to Samantha Lindberg, Senior Marketing Manager at slindberg@visitmammoth.com