

CONTENT MARKETING MANAGER

Mammoth Lakes Tourism

Position Profile

Under the direction of the Director of Marketing, the Content Marketing Manager works as a liaison for Mammoth Lakes Tourism (MLT) and the Mammoth Lakes business community. This position will be responsible for the leading the organizations content strategy including, but not limited to, email communications, blog writing, content creator marketing, and SEO.

MLT is for someone who can collaborate with the marketing team and voice their ideas and opinions during the brainstorming phase of projects, then take tasks and see them through to completion. This role requires the ability to manage multiple projects simultaneously and a willingness to pivot when one project takes precedence over another, specifically when there is a need for an immediate shift in messaging.

Roles & Responsibilities:

Content Creation & Editorial Experience:

- Proven editorial ability with excellent writing skills, including a command of grammar, spelling and punctuation. Familiarity with branded style guides and/or AP Style.
- An understanding of how to create shareable content that tells a story and engages the MLT audience using words, images, video, and graphics.
- Work directly with content creators and writers to make sure all content development aligns with MLT's brand voice.
- Create and manage the creation of all monthly blogs, including creating an established framework for content development & delivery.
- Project management skills to manage editorial schedules, content creators and deadlines within ongoing and new campaigns.
- Proven experience with print publications – including the managing of editorial calendars, creative direction and more.
- Responsible for all copy editing across all MLT departments.
- Manage current blog inventory, including all fact checking.
- Partner with stakeholders and local businesses to deliver content that drives engagement and conversion.
- Manage and implement an annual and seasonally-adjusted content calendar – to include paid, earned and owned channels.
- Collaborate with the Digital Marketing Manager to manage photography and videography shoots, including production of short video content for digital, social, and editorial distribution.
- Attend photography and videography shoots as needed.
- Work to develop appropriate video content series, including but not limited to local, regional, and national opportunities.
- Shoots and produces short video content for digital, social, and editorial distribution – collaborating with the Digital Marketing Manager.
- Work directly with PR team to enhance storytelling for travel writers, journalists, or publications to align with our marketing efforts.
- Collaborate on and execute all internal content materials, including strategic documents, reporting, presentation development, and more.

Website:

- Manage events calendar submissions and publications on the website. Working with Community Engagement team to maintain a list of annual events and happenings.
- Must understand and be able to implement keyword driven strategic content plans by combining marketing strategy, UX and keyword analytics.
- Comfortable relaying website maintenance and design changes to the Digital Marketing Manager.

Email Marketing:

- Experience building segmented email lists.
- Experience using dynamic content to create customized email marketing.
- Proven track record with growing email lists
- Understanding B2B & B2C best practices.
- Create and write all emailing marketing.

Experiential Content Activation:

- Experience with tradeshow marketing.
- Responsible for organizing the organizations tradeshow, marketing materials, schedules & more.

Influencer/Content Creator Experience:

- Manage content creator program, including identifying, contracting, and collaborating with content creators to deliver branded content in the right formats to the right channels and work in alignment with MLT's core pillars, storytelling priorities and marketing/communication themes.
- Manage partnerships with cross-functional teams to ensure consistency of messaging across all MLT platforms.
- Assist in research of demographics, visitor trends, editorial calendars, and other useful information for marketing strategies and planning.
- Maintain product knowledge of the destination, especially as it relates to our business community and target consumer audiences.
- Monitor, track, and report on the performance of all content.

Other responsibilities:

- Detail oriented, organized, and able to both work independently and as part of a team.
- Outstanding leadership qualities, including the ability to communicate to directors and modeling best practices to community and stakeholders.
- Manage MLT's Ambassador program.
- Data entry as needed.
- Other duties as assigned.

Preferred 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 the surrounding area as well as a basic understanding of networking.
- Strong teamwork and collaboration skills are imperative.
- Possess a valid California driver's license and reliable vehicle.
- Ability to ski or snowboard.
- Basic graphic design skills.
- Understanding of social media content production and platforms.
- Creative direction experience with photographers and videographers.
- Google analytics and other website metrics.
- Working knowledge of MS Word, Excel, PowerPoint and Google Suite.
- 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 tourism related field preferred.

Compensation/Benefits:

Salary dependent on experience.

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:

Sarah Winters – Director of Marketing
swinters@visitmammoth.com

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