

MARKETING COORDINATOR

Mammoth Lakes Tourism

Position Profile

Reporting to the Vice President of Marketing, the Marketing Coordinator serves as a key liaison between Mammoth Lakes Tourism and the local business community. This role supports the execution of marketing programs, assists with partner outreach, helps coordinate special events, and manages various administrative tasks tied to marketing and community engagement initiatives.

We're looking 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.

Responsibilities

- Collaborate closely with the Vice President of Marketing and the Vice President of Community Engagement, while providing support to the full marketing team.
- Partner with the Marketing Managers to:
 - Fact-check and maintain accurate information on the MLT website and blogs
 - Fact-check business listings through the MLT website
 - Assist with the execution of newsletters
 - Assist with uploading special events to the MLT website
 - Assist with the collection of deals for the MLT website
 - Coordinate photography and videography shoots; attend shoots as needed
 - Assist with the management of photograph assets
 - Assist with social media including but not limited to content collection, engagement, creation of TikTok and reels
- Key participate in the Special Event Funding process including, but not limited to:
 - Assist with the application process from start to finish, including but not limited to drafting relevant emails, reviewing applications, completing award letters & more
 - Track marketing deliverables and reporting
 - Manage final invoicing
- Assist with community engagement outreach, including:
 - Assist with the organization of community events and attend as needed.
- Plan and coordinate events as needed, including the development of supporting marketing materials.
- Stay informed on Mammoth Lakes destination offerings.
- Perform data entry and maintain organized marketing records.
- Take on additional duties as assigned to support the overall marketing efforts 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.
- 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 and a maximum of 40 hours per week.

Please send a cover letter and resume to Sarah Winters, Vice President, Marketing –
swinters@visitmammoth.com

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.