

MARKETING COORDINATOR

Mammoth Lakes Tourism

Position Profile

Under the direction of the Director of Marketing, the Marketing Coordinator works as a liaison for Mammoth Lakes Tourism and the Mammoth Lakes business community. This position will be responsible for supporting marketing programs, helping with partner outreach, supporting special events, and facilitating administrative functions related to marketing 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

- Work closely with MLT's Director of Marketing and support the entire marketing team.
- Work with the content team to ensure fact checking of relevant content on the MLT website.
- Work with the Local Marketing Manager to ensure fact checking of relevant business listings on the MLT website.
- Manage photography and videography shoots.
- Attend photography and videography shoots as needed.
- Assist with the management of photography assets.
- Support Digital Marketing Manager with social media engagement as needed.
- Support Digital Marketing Manager with organization and formatting of blogs.
- Support marketing staff with the implementation, contracting, itineraries and reporting of our content creator series.
- Assist staff with the organization of trade shows and represent Mammoth Lakes at selected trade shows throughout the year.
- Support Local Marketing Manager as needed with special event grant funding, including application process support, completion of award letters, organization of meeting schedule, attending events as needed, tracking marketing deliverables, tracking reporting, final invoicing.
- Plan additional events as needed and coordinate all relevant marketing materials.
- Coordinate department materials and promotional items.
- Maintain product knowledge of the destination, especially as it relates to our business community and target consumer audiences.
- Assist with the management of MLT's Ambassador program.
- Data entry.
- Other duties as assigned.

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 24 hours and a maximum of 40 hours per week.

Please send a cover letter and resume to Sarah Winters, Director of 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.