

# Digital Marketing Coordinator Job Description

## Summary

Under the direction of the Director of Marketing and Content Marketing Manager, the Digital Marketing Coordinator works as a digital liaison for Mammoth Lakes Tourism and the Mammoth Lakes business community. This position will be responsible for online marketing concepts, basic updates to the website and blog, social media and inbound marketing. The position will also focus on increasing social media followers and driving engagement on owned channels, managing digital assets and creating community online while also supporting any digital content needs within the organization.

## Responsibilities

### **Social Media Channel Management/Content Calendar & Refreshes**

- Maintain a monthly content calendar for the MLT social channels - Visit Mammoth and Mammoth Crib.
- Identify new content opportunities to drive engagement and overall growth to social channels within the four content pillars.

### **Engagement**

- Utilize Sprout social to manage channel engagement for Visit Mammoth and Mammoth Crib channels.

### **Promotional Content**

- Develop strategies for the promotion of airfare sales, giveaways, etc. on the Visit Mammoth social channels.
- Create and curate image and video assets to support promotional content needs.
- Work with content marketing manager to create copy to support promotion.

### **Influencers and Affiliates**

- Identify social channels and relationships of value and influence to engage with.
- Manage team of local, visiting and paid influencers.
- Utilize influencers to support ongoing campaigns or one-off promotions.
- Suggest appropriate influencers for campaigns run by agencies.
- Manage all digital assets provided by creators and upload to appropriate servers and social channels.

### **Reporting**

- Weekly, monthly and as-needed social channel reporting.

### **Education**

- Identify websites, podcasts, blogs, etc. to gain knowledge on best practices and trends.

- Identify on-boarding new channels when necessary and appropriate.
- Assist local Mammoth Lakes business community with best practices where appropriate.
- Attend social media/content conferences like VidCon, Content Marketing World etc.

#### **Creating/Curating Content**

- Create content based off of needs communicated by all directors and managers, based off of editorial calendar needs.
- For long form videos, hire outside agency when appropriate.
- Manage USFS permitting.
- Utilize Crowdriff for sourcing new imagery to share on social channels and website.

#### **Managing Content**

- Manage all aspects of MLT owned or purchase assets.
- Appropriately archive older assets and add suggestions to photography shot list.
- Keep image and video library fresh and up to date as needed.

#### **Public Relations/International Marketing Support**

- Support PR and International Marketing Directors as needed
- Share appropriate visitor focused information supplied by PR to social channels styled to align with Web Driving Posts.
- Help host/plan FAM trips when they parallel with social.
- Share with Communications Director seasonally focused real time photos and videos. I.e. fresh snowfall, fall colors, sunset.
- Review/approve supplied social content/ calendars provided by international agencies.

#### **Local Marketing Support**

- Once-a-year education on how Mammoth Lakes Businesses can benefit from what MLT is doing. I.e. Power Lunch, Business hours etc.
- Other duties as directed

#### **Experiential**

- By the direction of the Director of Marketing, assist with annual Trade Show coordination, set up, booth management, tear down, reporting.
- Plan yearly fall color Insta-Meet focused on building community, and fall color promotion. Plan, coordinate location, permitting, promotion, transportation, asset management.

#### **Budgets & Financials**

- File monthly invoices from for a variety of social channel management content services.

## **Job Requirements**

- An understanding of how to create shareable content that tells a story and engages an audience using words, images, video, and graphics.
- Project management skills to manage editorial schedules & deadlines within campaigns.

- Experience as an online community leader w/ focuses on driving engagement.
- Successful track record of elevating brand perception and awareness through strategic and creative content initiatives.
- Experience managing social media content production and working with various media (photography, video, etc.) and platforms (Facebook, Twitter, Pinterest, Instagram, etc.)
- Experience with social analytics monitoring tools and content management systems.
- Basic graphic design skills, including proficiency with Adobe's Creative Suite.
- Strong interpersonal skills, including the ability to work on team.
- Comfortable in a collaborative, fast-paced team environment.
- Strong writing skills a major plus.
- Experience creating compelling messages for target demographics and market personas.
- Familiarity aligning content development with brand voice and communicating that alignment to content creators and influencers
- Photography and/or video skills highly preferred. Editing experience necessary.
- Must be organized and be able to manage a project, solve problems and meet deadlines.
- Passion for outdoor recreation and travel. Ability to ski/snowboard preferred.

## Education:

- Any combination of training and experience that provides the required knowledge, skills, and abilities is qualifying for this position. Bachelor's degree in Marketing Communications, Marketing, PR, Journalism or related field preferred.

## Experience:

- Experience in multi-channel content creation in hospitality, recreation or related field.

## Compensation/Benefits:

- Starting wage depends on qualifications. Please submit your wage requirements with your application.
- Mammoth Lakes Tourism is a private, not-for-profit 501c(6) organization that provides its employees a benefits package that includes an Ikon Pass in winter, a Snowcreek Resort golf season pass or Mammoth Mountain Bike Park Pass in summer, company paid medical plan, paid vacation time, and a 401k pension plan with up to 4% company contribution.

## Application

- Please email cover letter and resume to: Matt Gebo – Director of Marketing:  
[mgebo@VisitMammoth.com](mailto:mgebo@VisitMammoth.com)
- Include any links to portfolio pieces, your personal website or blog and any other relevant links.
- No telephone calls, please. Position remains open until filled.