

VISIT SUN VALLEY

160 Sun Valley Rd N, Ketchum, ID 83340 | visitsunvalley.com | 208.725.2103

Position Title: Marketing Coordinator

Reports to: Executive Director & Marketing Director

Position Overview

The Marketing Coordinator is responsible for supporting the marketing and PR departments with a variety of marketing and PR efforts. This includes assisting with social media planning and executing, creating PR media itineraries and assisting with media hosting.

Primary Responsibilities

- Assists in executing the seasonal marketing and PR strategies
- Maintains and executes content distribution calendar on social media platforms including Facebook, Instagram, YouTube, Pinterest and TripAdvisor
- Aids in creating and booking itineraries for incoming press & media
- Capturing, acquisition and storing of media assets for a variety of web uses
 - Social media capturing capabilities with iPhone or better camera

Secondary Responsibilities

- Assistance with monthly consumer email and development of targeted email efforts
- TripAdvisor: weekly posts & event uploads, semi-annual image and video switchover, monitoring of Sun Valley & Ketchum discussion board
- Blog distribution through social channel: scheduling for Facebook, Instagram story distribution, formatting for Pinterest
- Facebook: daily Facebook posts, engagement and monitoring
- Instagram: feeding Instagram stories
- Twitter: sharing of daily events, articles, visitor related news updates
- Pinterest: curating boards, designing blog posts

Job Qualifications

- Bachelor's degree or equivalent training or experience required
- Understanding of social media platforms
- Experience managing business level social accounts
- Strong copywriting and written communication skills with attention to spelling, punctuation and vocabulary
- Effective time management with proven ability to manage multiple projects and work with a high level of efficiency
- Detail oriented with proven ability to prioritize, organize and plan work-flows with multiple team members while meeting deadlines
- Able to work weekends and evenings as required, some travel may be required
- Excellent interpersonal skills, highly collaborative, can build rapport and credibility quickly
- Passion and energy for the outdoor and mountain lifestyle (must be a minimum intermediate level skier or snowboarder)
- Knowledge of video editing software, Adobe Photoshop, media monitoring software and photography is an asset

Send resume to ray@visitsunvalley.com for consideration.