



Job Title..... Social Media Coordinator and Event Planner (full-time/part-time)  
Supervisor..... Resort Services Manager

#### Summary Description

Coordinate and execute marketing strategies, events, and social media activities specific to Baldy Mountain Resort (BMR) that aligns with corporate objectives and strategies to drive increased traffic, member participation, and sales. Design and develop advertising for our website, text program, social media accounts, e-newsletters and print

#### Major Duties and Responsibilities

##### Marketing

- Coordinate the implementation of BMR marketing, advertising, and event plans.
- Organize weekly events that will draw in and engage guests.
- Ensure all marketing/event materials are posted, current and look professional
- Creativity; ability to think outside the box and be creative with ideas

##### Advertising & Promotion

- Update website events calendar and additional changes as necessary.
- Post and promote BMR and events on social media; capture photography at events
- Professionally promote BMR services to attract new customers and/or target markets.
- View and update social media sites, engaging with comments.
- Coordinate schedule of postings for Social Media sites (Facebook, Instagram, etc.) to properly post and perform advertising efforts in order to maximize exposure for BMR.
- Coordinate weekly communications to support promotions and events with necessary staff and departments.

##### Customer Service

- Contact customers using mailing lists, E-Newsletters, call blasts, social media and personal follow-up to encourage additional sales and maintain customer relationship.

##### Event Planning and Other Duties

- Plan and execute events
- Participate in planning of annual calendar of events
- Shop for supplies for events and set up
- Actively participate at events while ensuring staff and volunteer levels are met for all special events
- Photography skills in order to grow our photo library.

##### Commitments

- Come to work ready to make it happen every day!
- Treat all employees and customers fairly, courteously, and with dignity.
- Model superior customer service behavior for all marketing personnel by maintaining positive relationships with customers, employees and owner(s).
- Be prompt and available for flexible scheduling. Be honest and fair in all business dealings.



## Qualifications & Job Requirements

- Ability to get along with a broad customer base, outgoing, professional and sociable.
- Driven personality, able to set own goals and deadlines and follow through with them
- Demonstrated willingness to work flexible hours, occasionally requires off-site work and long hours
- Prefer experience and/or training in promotional and event activities.
- Communication; ability to comfortably speak in front of a small and a large crowd; ability to creatively post on social media
- Knowledge of policies regarding events. Obtain event/health permits when needed.
- Coordinate events with the other departments. Send complete outlines and map plots to all departments.
- Manage Marketing inventory of all event supplies, décor, promotional items, etc.
- Work with Tourism boards to build and maintain positive relationships.
- Attend weekly Meetings with all departments informing all departments about ongoing and upcoming promotions and events.
- Work with website editor regularly for any additions, changes needed to website.
- Create and manage e-newsletters and e-blasts.
- Graphic design skills working with InDesign, Photoshop, Illustrator
- Skilled in Microsoft Office programs: Word, Publisher, Excel, PowerPoint
- Ski experience is NOT required but passion for the ski industry is preferred