VISIT **SUN VALLEY**

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

Marketing Coordinator

Reports to: Executive Director
Location: Ketchum, Idaho — In office
Status: Full-Time with a Minimum of 35hrs/week
Compensation: Depending on Experience. Benefits include: health care, dental, vision, 401k, PTO, & maternity/paternity leave.

ABOUT VISIT SUN VALLEY

Visit Sun Valley is the nonprofit destination marketing and management organization for the Wood River Valley — Ketchum, Sun Valley and Hailey. Our goal isn't more visitors. It's the right visitors at the right times: people who will love, respect and embrace the Valley. We're a small team, so the work you do is visible and it matters.

THE ROLE

The Marketing Coordinator keeps Visit Sun Valley's marketing running week to week. You'll run our social media channels and weekly newsletter, help carry out our seasonal campaigns, manage our contracted photo and video teams, and design the occasional ad.

This role is built to grow. As you gain experience, you'll take on more of the planning, partner relationships and grant work behind our marketing (see "Room to Grow" below).

WHAT YOU'LL DO

Listed in order of priority.

1. Social media and blog — weekly

- Plan and keep up a content calendar for Instagram, Facebook, YouTube, the blog, and other channels as we add them
- **Instagram:** post stories, reels and feed posts every week
- **Facebook:** post every week and respond to comments and messages
- **Blog:** write, edit and publish posts
- **YouTube:** upload seasonal videos, write titles and descriptions, and schedule releases
- Capture your own photo and video in the field (smartphone or better) and keep our media library organized
- Report social media numbers monthly for our tourism indicators tracking

2. Weekly newsletter

- Write, build and send the weekly newsletter to our local email list
- Track open and click rates and use them to improve future issues

3. Seasonal marketing and advertising campaigns

- Help carry out our winter, fall and summer campaigns based on the plan set by the Executive Director
- Stay in regular contact with our contracted partners — media planning and ad buying, web development, SEO and PR — so work is delivered on time and on brand

Send resume to ray@visitsunvalley.com for consideration.

- Make seasonal updates to the website
- Help build and book itineraries for visiting press and media

4. Photo and video team management

- Be the day-to-day contact for our contracted photo and video teams
- Plan shoots for each season's campaign: shot lists, locations, schedules and any needed releases or permissions
- Review final files, then store and label them so the team can find them and knows how they can be used

5. Ad design — occasional

- Design or adapt print and digital ads and social graphics that follow our brand guidelines
- Deliver correctly sized files to publishers and partners by their deadlines

Also part of the job

- Attend meetings as needed, including board, advisory group, lodging association, recreation group and Ketchum Business Advisory Coalition meetings
- Help prepare for and present at our twice-yearly Community Shindigs

ROOM TO GROW

We expect this role to grow with the right person. Based on performance and our needs, the Marketing Coordinator may take on:

- **Idaho Travel Council (ITC) grant:** learn the ITC grant handbook, prepare quarterly updates, and lead the annual application
- **Campaign planning:** help shape seasonal marketing strategy, not just carry it out
- **Partner management:** become the main contact for our agency and contractor partners
- **PR and media hosting:** lead visits from press and media
- **Budget tracking:** monitor spending against marketing budget lines

Taking on more responsibility can lead to a title and pay change, including a path to Marketing Manager.

WHAT YOU BRING

Required

- Bachelor's degree, or equivalent training or experience
- Experience running social media accounts for a business or organization
- Strong writing and editing skills, with close attention to spelling, grammar and punctuation
- Strong organization and time management: you can juggle several projects, meet deadlines, and work well on your own or with a team
- Good people skills: you build trust quickly with partners, contractors and community members
- Able to work occasional evenings and weekends; some travel required
- Able to ski or snowboard at an intermediate level or better, to capture content on the mountain

Nice to have

- Design tools such as Adobe Photoshop, Illustrator, InDesign or Canva

Send resume to ray@visitsunvalley.com for consideration.

- Video editing and photography skills
- Experience with email marketing, social media scheduling or media monitoring tools
- Knowledge of the Wood River Valley and a love for the outdoors and mountain life

Send resume to ray@visitsunvalley.com for consideration.