

MARKETING AND EVENT COORDINATOR

We are pleased to present an amazing full-time seasonal (November – April) career opportunity for the right person. The Powder King Team is in search of a Marketing & Event Coordinator to join our team. Wages depend on experience and training. We are looking for a highly skilled and committed individual who is able to take a leadership role in communicating our vision of this amazing resort and increase engagement with guests and the general public.

Nestled in the pristine wilderness of the Canadian Rockies, Powder King Resort offers the best of the great outdoors. This hidden gem boasts an amazing annual snowfall of 41 feet and terrain that ranges from breathtaking drops for the adventurous skier, to the gentle groomed slopes of beginner runs.

Reporting to the Office Manager and working with the entire Powder King Resort Team, you will be responsible for developing Powder King Resort's Digital Marketing Strategy and managing our social media platforms. You should be passionate about our resort and the resort activities/offerings as a whole, know us inside and out, be on brand, and ready to step into a highly motivated team. We work hard and we are very passionate about the lifestyle and recreation opportunities at Powder King!

Core responsibilities are listed below:

- Assist in reviewing and improving anchor content for all season's marketing of Powder King Resort.
- Develop a digital marketing strategy.
- Plan, organize and execute events for Powder King Resort employees.
- Plan, organize and execute events for Powder King Resort guests.
- Take photos and store photos to be used in digital marketing and print materials.
- Manage Powder King Resort's social media accounts. This includes posting, moderating, and engaging on these platforms either daily or on a regular schedule. Social accounts including but not limited to: Facebook, Instagram, Twitter and YouTube.
- Create and share digital and print content that aligns with our anchor content, strategy, and messaging.
- Build meaningful connections with our audience and increase social engagement.
- Boost our digital presence by capturing and analyzing the appropriate social and digital data/metrics, insights and best practices, and implementing innovative solutions.
- Liaise with the Owners and/or our outside agencies and work collaboratively on digital ads which align with anchor content and overarching digital strategy.
- Monitor Google Analytics and social insights reports for all platforms and provide the Owners with a written report at the monthly meeting.
- Curate our monthly advent calendar.
- Other duties as assigned.

Skills and qualifications:

- Minimum of 1 – 2 years' experience working in social media and digital marketing.
- Able to ski or snowboard to take photos/video on the hill.
- Excellent copy writing, editing (photo/video/text), presentation and communication skills.
- Familiarity with Adobe Illustrator/Photoshop/InDesign, Microsoft Office and Excel.
- Ability to extract relevant data and respond to insights through Google Analytics and all social accounts.
- An eagerness to take on new projects created by the Powder King Resort Team.
- Ability to problem-solve, and work with us with minimal training or supervision.

- Positive attitude, detail oriented, and good multitasking/organizational ability.
- Demonstrate social networking experience and social insight tools knowledge.
- Experience working in the tourism industry is an asset.

Please provide cover letter and resume by October 15, 2019 at 4:30pm PST.

Salary: \$22-25/hour dependent upon experience.

Full- Time Seasonal

Start Date: As soon as possible (Apply now)

NOC Group: Professional Occupations I Public Relations & Communications (5124)

NOC Job Title: Media Events Coordinator

Job Location:

Mile 122 John Hart Highway

PO Box 487

Mackenzie BC

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<https://ski.powderking.com>