

DIGITAL MEDIA COORDINATOR

JOB SUMMARY:

The Digital Media Coordinator is responsible for aspects and elements influencing Mountaineer's online presence, ecommerce, social media, interactive advertising and other initiatives related to web or mobile audiences. This position will facilitate content development for social media posts, website updates, email marketing campaigns, and mobile presence.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Maintains regular social media presence and content posting.
- Ensures website/mobile content is up to date.
- Initiates new social media and online paid advertising as directed by management.
- Creates, deploys, and maintains regular email campaigns.
- Maintains Mountaineer's online reputation through channels such as Yelp, TripAdvisor, Google, etc.
- Ensures property digital assets reflect current and ongoing promotions.
- Takes direction from property Marketing Department and company executives to reach desired goals in online sales and audience.
- Assists with special promotional operations and accommodates creative asset needs.
- Collaborates with property management on upcoming initiatives and objectives.
- Coordinates implementation for new technology, processes and policies established by company management.
- Assists in executions related to adjustments or new initiatives based on monthly online marketing reports and budgets.
- Understand and communicate club rules, promotion rules, promotion details, and on property issues to guests.
- Safeguard the confidential nature of all departmental, company, and guest records.
- Will be required to work with Oasis, InfoGenesis, Etix, and other necessary programs in order to fulfill job requirements.
- Must be able to work a flexible schedule as required by business operations, including nights, weekends, and holidays. Shifts may change based on business needs.
- All other duties as assigned.

EDUCATION & EXPERIENCE:

Education

- Bachelor's degree from an accredited college (or equivalent experience) with a concentration in Communications, Marketing, Journalism and/or related field.

Experience

- Experience with Internet marketing-related technologies and applications, including HTML, Adobe CS, and content management systems.
- Expert in use of social networking websites to effectively promote strategic business goals.
- Expert online communicator with demonstrated writing, editing, and proofreading skills.
- Ability to display a casual and friendly, yet professional online voice.
- Self-starter with a strong work ethic.
- Follow through.
- Comfortable using web analytics tools to analyze and make recommendations regarding social media, and email marketing campaigns.
- Capacity to establish and maintain effective working relationships with management, staff, co-workers, and partners.
- Ability to work in a complex deadline-oriented environment, and multi-task with little supervision.
- Ability to maintain confidential information.
- Must be at least 21 years of age.
- Must be able to obtain and maintain appropriate licensing. Must be able to pass a background investigation.
- Must be able to sit for long periods of time.