MT ASHLAND
Job Description

Title: Marketing Coordinator

Pay Range: $20.00 - $22.00

Department: 80

Classification: Full Time Year Round/Hourly

Reporting Level: Marketing Manager

Position Overview

The Marketing Coordinator supports the year-round execution of Mt. Ashland's marketing and communications program. This position combines daily winter snow reporting and on-mountain content creation with year-round email, website, social media, storytelling, sponsorship fulfillment, event, and campaign support. The coordinator works closely with mountain operations and reports to the Marketing Manager. Year-round schedule. Winter duties include early mornings, weekends, holidays, and work during active ski operations. Summer duties may include weekends.

Essential Job Functions:

Snow Reporting and Mountain Communications

- Collect, document, and report daily snow, weather, grooming, trail, lift, and operational information by 7:00 a.m., typically beginning work at approximately 6:00 a.m during the winter season.
- Comply with and support all Mt. Ashland policies, procedures, safety practices, and service standards.
- Coordinate with Ski Patrol, Lift Operations, Mountain Operations, and other departments to confirm accurate and timely mountain information.
- Publish condition updates to the Mt. Ashland website, snow phone, social media platforms, OpenSnow, OnTheSnow, SnoCountry, and other assigned channels.
- Monitor changing weather and mountain conditions throughout the operating day and publish midday or urgent updates when needed.
- Maintain familiarity with mountain-weather terminology

Content and Digital Communications

- Capture daily photos and short-form video of mountain conditions, guests, programs, events, and operations.
- Maintain Mt. Ashland's established voice, tone, and visual standards across routine communications and content.
- Maintain the day-to-day marketing and communications calendar in coordination with the Marketing Manager.
- Draft, build, schedule, and distribute routine email communications approved by the Marketing Manager.
- Maintain and update routine website content, including operating information, event details, program information, and other timely updates.
- Ideate, create, schedule, and publish social media content across Mt. Ashland's channels.
- Respond to routine social media questions and comments professionally and promptly, escalating sensitive, unusual, or crisis-related matters to the Marketing Manager.
- Assist with blog posts, weather stories, community stories, program updates, captions, and other written content.
- Assist with the design of marketing and development materials including, but not limited to, promotional materials, collateral and advertising creative.
- Apply brand, safety, and ADA digital-content practices to materials created or published through assigned channels.

Event and Development Support

- Work with the Marketing Manager to coordinate routine advertising placement, production deadlines, and creative assets.
- Work with the marketing team to compile daily, weekly, and monthly marketing reports.
- Coordinate routine production details with photographers, videographers, content contributors, vendors, and internal departments as assigned.
- Assist with routine partner communications, escalating strategic, financial, sensitive, or unusual matters to the Marketing Manager.
- Support sponsorship fulfillment, including approved logo placement, event recognition, signage coordination, hospitality details, and documentation of completed benefits.
- Work with the Marketing Manager to maintain accurate donor and partner database records.
- Prepare acknowledgment letters, routine thank-you communications, mailing lists, and other approved donor or partner correspondence using information supplied by the Marketing Manager.
- Assist with campaign materials, donor communications, partnership materials, and event logistics under the Marketing Manager's guidance.
- Support Recreation and Events with on-mountain activities, community events, tabling, guest communications, content capture, setup, and other marketing needs.
- Represent Mt. Ashland professionally when interacting with guests, community members, vendors, sponsors, partners, volunteers, and staff.

Performance Expectations:

- Perform all major essential functions of the position accurately, consistently, and within established deadlines.
- Report directly to the Marketing Manager and communicates promptly about changing conditions, workload, deadlines, and issues requiring escalation.
- Collaborate effectively across departments and contribute to a positive, team-oriented culture.
- Protect confidential organizational, employee, donor, partner, and guest information.
- Perform other duties as assigned.

Skills and Qualifications

- Excellent written and verbal communication skills.
- Strong attention to detail, accuracy, and deadline management.
- Ability to meet strict early-morning snow-reporting deadlines during winter operations.
- Advanced skiing or snowboarding ability and the ability to travel safely on the mountain in variable snow and weather conditions.
- Working knowledge of major social media platforms and digital publishing practices.
- Proficiency with Microsoft Office and or Google Workspace applications.
- Knowledge of mountain-weather terminology and snow-reporting standards, or the ability to learn them quickly.
- Ability to organize multiple assignments, adjust to changing priorities, and communicate effectively with operational teams.
- Dependable transportation and availability for early mornings, weekends, holidays, events, and changing operating schedules.
- Proficient in Drone flight with an FAA license preferred, but not required.

Physical Requirements:

The physical demands described here are representative of those an employee must meet to perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

- Ability to sit, stand, ski, or snowboard for six to eight hours as needed.
- Ability to bend, twist, kneel, crawl, walk on uneven surfaces, climb, balance, and reach above the shoulders.
- Frequent and repetitive use of hands and fingers for computers, phones, cameras, and other equipment.
- Ability to lift and carry 20 to 50 pounds and push 10 to 20 pounds.

- Ability to work for extended periods outdoors in winter weather, cold, wind, snow, wet conditions, and changing mountain conditions.
- Must be an expert skier or snowboarder

By my signature below, I certify that I have read and understand the above job description. I agree if offered the position I will be able to perform all the outlined job requirement with or without reasonable accommodations.

Printed Name: _____.

Employee Signature: _____ Date: _____