Resort Events & Social Media Coordinator

Job Summary: The Communication & Events Coordinator is essential in generating exciting events and promotions for Liberty Mountain Resort. This position plays an integral role in the continued growth and development of the resort as a four-season destination for winter sports and summer activities.

Main responsibilities include the preparation and implementation of all resort-sanctioned events such as holiday events, concert series, and seasonal celebrations, as well as implement and grow new events for the resort. Social media content creation, management, listening and engagement is also important to this role. Candidate must be comfortable managing multiple pages, social platforms and review sites including but not limited to: Facebook, Instagram, Twitter, YouTube, TripAdvisor and Yelp. Content will follow our branding guidelines with the goal of generating business for the resort as well as enhancing our guest’s stay while at the resort. This position will also include updating the resort website, events calendars and any additional areas we have a resort presence.

A successful applicant will have excellent written and communication skills. Project management skills are essential to this position. Some design experience including use of Adobe Creative Suite applications, specifically InDesign, Illustrator and Photoshop, and ability to quickly learn a variety of software systems is extremely helpful.

Essential Duties and Responsibilities:

Events
- Develop and implement resort area events.
- Coordinate internal and external sources for promotional and special events
- Inform all departments of necessary staff, equipment and procedures for events
- Update and distribute the Schedule of Events Calendar
- Solicit for sponsors and rewards for events
- Assist with creation of signage and promotional collateral

Social Media
- Maintain all resort social media sites, create promotions and engage viewers to create more followers and boost our online community
- Create social media content calendar and schedule posts through Social Studio by Salesforce
- Listen and respond to follower inquiries with effective customer service and correct information
- Review social insights to recommend enhancements to social media platforms and other resort communications.

Email & Website Management
- Create an email marketing content calendar that uses insights from past years and is cohesive with the social media content calendar
- Develop marketing copy for and assist with email campaigns as needed
- Perform updates of essential information on the main Liberty website, and additional areas where we have a resort presence
Other
• Perform other duties within Marketing or other departments as assigned.
• Safety is everyone’s responsibility. Report unsafe acts or conditions to your supervisor.

Education, Experience, and/or Age Requirement:
• Good written and communication skills are essential.
• Good organizational skills and detail oriented.
• Basic computer skills such as MS Office are required. Experience with Photoshop, InDesign, RTP, Illustrator, HTML and other web and design applications extremely helpful.

Job Attitude:
• Must be skilled in guest service, and must be responsible.
• Must be positive and enthusiastic about working for Liberty Mountain and with our guests.
• Must be accepting of new ideas and a team player.
• Must be able to focus with interruptions yet maintain accuracy and quality.
• Requires ability to work under pressure and deadlines.

Work Schedule:
• Position is full time seasonal and pays a bi-weekly salary.
• Hours will vary dependent upon event schedule, but will include a 6 day work week in the winter months.
• Must be able to work all weekends and holidays throughout the winter season.

Uniform and Dress Code: Ski Liberty has a strict uniform policy and dress code that includes name tags.
• All employees must present a clean, neat and well-groomed appearance.
• Visible piercing hardware must be limited to the ear while on duty.
• Hair color is limited to those found occurring naturally. Facial hair must be kept neat and trimmed.
• Head coverings are limited to Ski Liberty baseball caps with the brims worn forward.
• You must wear the Liberty uniform shirt with a khaki or black pant or skirt while on duty.

JS 04/12
Job Title: Resort Communication & Events Coordinator

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

<table>
<thead>
<tr>
<th>Physical Mobility</th>
<th>Physical Effort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity</td>
<td>% of Day</td>
</tr>
<tr>
<td>Sit</td>
<td>70%</td>
</tr>
<tr>
<td>Stand</td>
<td>0%</td>
</tr>
<tr>
<td>Walk</td>
<td>25%</td>
</tr>
<tr>
<td>Run</td>
<td>0%</td>
</tr>
<tr>
<td>Bend</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Climb Stairs</td>
<td>5%</td>
</tr>
<tr>
<td>Climb Ladder</td>
<td>0%</td>
</tr>
</tbody>
</table>

Manual or Finger Dexterity

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of time task required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operate Keyboard</td>
<td>60%</td>
</tr>
<tr>
<td>Operate Phones</td>
<td>30%</td>
</tr>
<tr>
<td>Operate Office Equipment</td>
<td>10%</td>
</tr>
</tbody>
</table>

Work Environment: The work environment characteristics described here are representative of those employees encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

<table>
<thead>
<tr>
<th>Environment</th>
<th>% of Time</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office with uniform temperatures</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Outside, varying temps</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

Noise Level

| Normal | 100% |

Air Conditions

| Normal | 100% |

IMPORTANT INFORMATION: Liberty Mountain Resort has a strict drug and alcohol policy that includes bi-weekly, random drug testing for all departments. Failure to pass a test will result in termination.