



Marketing Coordinator

About Bluebird Backcountry

Bluebird Backcountry is the first and only fully human-powered, in-bounds backcountry ski area in the country, featuring 1,200-plus acres of avalanche-managed and ski-patrolled terrain with zero chairlifts. Our mission is to provide a better and safer backcountry experience through community and education. Located in northern Colorado, halfway between Kremmling and Steamboat Springs, our team consists of passionate backcountry enthusiasts. We're proud of the welcoming, energetic, get-it-done culture that we have fostered since our first season in 2020.

Bluebird Backcountry is hiring a marketing coordinator to support our team with key initiatives such as campaign development and execution, social media and email marketing, website updates, and on-site marketing support. Our ideal candidate has strong written and verbal communication skills, can manage multiple projects at a time, is self-motivated, and shares our love for the sport and our vision for the future of skiing and splitboarding.

Why Work at Bluebird

- Get paid to ski/ride! The marketing coordinator will receive a FREE Bluebird Backcountry season pass, plus Buddy Passes for their friends and family. This internship requires our marketing intern to be on-site during our normal operating season, with time spent gathering content around the mountain.
- Work with the most friendly team in the ski industry. Many of our teammates become lifelong friends, mentors, and touring partners throughout the season. Not to mention half of the team consists of dogs.

- We pride ourselves on the partnerships we have fostered, which provide opportunities for networking within the backcountry skiing, outdoor retail, and ski area industries.

Operational & Team Details

- The marketing coordinator is full-time — 32-40 hours per week — and starts immediately. The marketing coordinator is expected to work weekends.
- In the time prior to our scheduled opening date of December 29th, 2022, the marketing coordinator position is remote, and will focus on campaign planning, seasonal strategy, content development, and pre-season support. Once Bluebird Backcountry is open for the 2022/2023 season, the marketing coordinator is expected to be at Bluebird for the duration of the season. Priorities will shift to include on-site team support, timely content gathering, and event support.
- Bluebird Backcountry is open Thursday - Monday, from 8:30am - 4:30pm.
- The marketing coordinator reports to the marketing director.

Duties

- **Content Development - 50%**
 - Gathers necessary visual assets for marketing campaigns and media use (photo and video)
 - Manages all on-mountain content and handles any time-sensitive visual needs
 - Creates and maintains content on all social media channels, including Facebook and Instagram
 - Develops and executes weekly email campaigns and other newsletter campaigns
 - Writes blogs for use on website, social media, and email campaigns
 - Supports the creation and development of SMS campaigns
 - Supports the creation and development of surveys and forms
 - Assists with writing product descriptions and other marketing copy needs
- **Tactical Support - 30%**
 - Handles general website updates, with some landing page creation as needed
 - Manages surveys and the collection of responses
 - Responds to guest comments and feedback in a professional and timely manner

- Supports storytelling initiatives and ensures that key themes are on brand
- Works with other marketing team members to gather all assets for upcoming campaigns
- Ensures campaign needs are met and fulfilled at the time of launch
- Handles snow reporting and updates to the snow reporting page online
- Offers support to other departments with marketing-related needs
- Assists ancillary business units during busy periods
- Assists with event planning and execution
- Hanging posters in nearby towns
- Meeting with local shop partners and other key stakeholders to deliver marketing collateral
- **Administrative - 20%**
 - Fields internal marketing requests and assigns to correct marketing team member
 - Other related duties, as assigned

Qualifications

- Bachelor's Degree in marketing, communications, or related field required
- 1+ year of marketing experience, ski area experience recommended
- Has strong written and verbal communication skills
- Photo/video experience preferred; editing experience a plus
- A passion for backcountry skiing or splitboarding

Compensation & Benefits

- \$18-\$23/hr, depending on experience. Full-time, hourly, seasonal.
- Affordable employee housing available mid-November through March.
- Bluebird Backcountry 22/23 season pass, pro deals, and other Bluebird team perks.
- Bluebird Backcountry is a startup and does not offer healthcare or other benefits at this time.

To Apply

Email tiona@bluebirdbackcountry.com with "Marketing Coordinator" in the subject line.

Include the following:

- A brief cover letter
- A resume detailing your experience
- A portfolio or deck that showcases the quality and impact of your prior work

- Please include writing samples that cover a broad spectrum: marketing copy, story, social, etc.

Equal Employment Opportunity

Bluebird Backcountry provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.