



Marketing Intern

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 intern to support our team with key initiatives such as visual storytelling, guest research, and event planning. Our ideal candidate has strong photography and videography skills, knows how to communicate effectively, is self-motivated, and shares our love for the sport and our vision for the future of skiing and splitboarding.

Why Intern at Bluebird

- Get paid to ski/ride! The marketing intern 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

- This internship is part-time — 10-20 hours per week — and starts October 1, 2022. The internship runs through December 31, 2022, with the possibility of extending the internship through March 2023.
- In the time prior to our scheduled opening date of December 29th, 2022, the marketing intern position is remote, and will focus on research projects, the development of creative assets for use in upcoming campaigns, and pre-season event support. Once Bluebird is open for the 2022/2023 season, the marketing intern is expected to be on-site. Priorities will shift to gathering timely photo/video content, conducting guest interviews to assist with future campaign development, helping out in other departments as needed, and in-season event support.
- Bluebird Backcountry is open Thursday - Monday, from 8:30am - 4:30pm. We offer a flexible schedule for our interns based on their course schedule and availability.
- The marketing intern reports to the marketing director.

Duties

- **Content Capturing & Development - 40%**
 - Gathers photo and video content on-site
 - Edits photo and video content for use in marketing campaigns
 - Delivers assets to marketing team in a timely manner
 - Finds new and creative ways to showcase the brand and its offerings
- **Guest Research - 40%**
 - Conducts in-person interviews with guests while on-site
 - Takes occasional laps around the ski area and interacts with guests whenever possible (asking trivia questions in exchange for swag, etc)
 - Reads and summarizes
 - Gathers important industry data specific to campaign development
 - Data analysis and presentation
- **Marketing Support - 20%**
 - Assists with social media and email campaigns, when necessary
 - Supports events and other happenings
 - Helps out in other areas of the business during busy periods with responsibilities as outlined by the department lead
 - Offers ancillary business support with marketing-related tasks
 - Other related duties, as assigned

Qualifications

- Enrolled at an accredited college majoring in marketing, communications, or related area
- Has strong written and verbal communication skills
- A general understanding of the ski industry
- A passion for backcountry skiing or splitboarding, or a desire to learn
- Photo and video editing experience
- Graphic design experience preferred, but not required

Compensation & Benefits

- Pay rate is \$15/hour.
- Rustic, part-time housing available when on-site at Bluebird Backcountry.
- Buddy Passes for friends and family.
- Bluebird Backcountry 22/23 season pass, pro deals, and other Bluebird team perks.

To Apply

Email tiona@bluebirdbackcountry.com with "Marketing Intern" 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.