

Marketing Coordinator

As of November 7, 2017

Hotel Jackson is the most award-winning luxury, boutique property in Jackson Hole, Wyoming. Family owned and operated, we deliver an unparalleled luxury guest experience from an unbeatable location just steps from the Jackson Town Square. We're looking for smart, nimble, creative people to join our team of highly-qualified individuals.

Duties

- Social Media Management
- Ad schedules & deadlines
- Gather materials and assemble information packages (e.g. brochures, promotional materials, sales demo kit, welcome kit, souvenir etc.).
- Monitor, screen, respond to and distribute incoming communications
- Conduct research to analyze customers' behavior (e.g. purchasing habits, trends and preferences)
- Design and implement successful marketing campaigns
- Including email marketing and social media presence
- Set up tracking systems for online marketing activities
- Track progress of marketing efforts with Director of Marketing & Technology
- Prepare reports by collecting and analyzing sales data
- Collaborate with Director of Marketing & Technology to produce promotional materials
- Craft clear marketing copy
- Organize promotional activities for new products/services
- Prepare (monthly, quarterly and annual) forecasts
- Other duties as assigned

Requirements

- Proven work experience as a Marketing Coordinator or similar role
- Knowledge of traditional and digital marketing tools
- Experience with research methods using data analytics software
- Expertise with SEO/SEM campaigns
- Solid computer skills, including MS Office, web analytics and Google Adwords
- Familiarity with Customer Relationship Management and Content Management System software
- Excellent communication and presentation skills

More

- Full-time, year-round position with benefits
- Reports to Director of Marketing & Technology