

Do you have a passion for Durango? Do you spend your free time exploring La Plata County, snapping pics, and learning about the region? Do grammar mistakes bug you? Are you excited to explore the industry's next social media channel? Are you always happy to lend a helping hand, no task is too small or too large for you to tackle? If so, this position is for you!

JOB TITLE: Marketing & Admin Assistant
SCHEDULE: Full-Time M-F

REPORTS TO: Sales & Marketing Director
LOCATION: Durango, CO

Visit Durango is the official destination marketing & management organization of Durango and La Plata County. Our mission is to promote the Durango brand, to create demand in visitation and increase overnight stays in Durango and La Plata County, to support a positive visitor experience, and to drive economic impact for the benefit of visitors and local stakeholders.

Visit Durango is looking for a collaborative, creative Marketing & Admin Assistant who will effectively assist the marketing team and Executive Director of Visit Durango. We are a small organization that strives to provide a culture that is supportive, fun, inclusive, and finds opportunities for growth and learning. And we love dogs! They're invited to join you in the office.

POSITION OBJECTIVES

- Manage all Visit Durango's social media channels, consumer engagement, and email marketing
- Assist in the management of website content and web-based analytics reporting
- Coordinate photo/video and copywriting
- Coordinate Visit Durango's 14-member Board of Directors and committee meetings (creating agendas, taking minutes, managing scheduling, etc.)
- Create Visit Durango's analytics dashboard
- Assist teams with partner outreach and industry research, both locally and nationally
- Assist with office needs such as deliveries and scheduling team outings

ESSENTIAL SKILLS & EXPERIENCE:

The successful candidate will have a passion for Durango and be committed to Visit Durango's values and mission. The ideal fit will be an innovative problem-solver who is excited to learn and has a positive, can-do attitude!

- 1+ year managing social media for B2C company or nonprofit
- Excellent verbal and written communication skills, detail and accuracy-oriented
- Ability to successfully interact with community tourism suppliers and vendor
- Ability to interpret and integrate data into action and measurement
- Proficiency in all Microsoft Office programs
- Tourism industry experience preferred
- Graphic design and photography experience preferred
- Bachelor's Degree in Business, Communications, Marketing, Tourism, Hospitality Management, or related field.

EMPLOYMENT PACKAGE:

Pay Range: \$17-19 per hour (DOE)

Generous benefits including:

- Health, Vision, Dental, and Short Term Disability
- 17 Days of Vacation + Holidays + Sick/Personal Days

WORK ENVIRONMENT:

Candidate must be based in southwest Colorado and able to commute to Durango office five days per week. Must be able to focus in an open work space. Position requires hearing, talking, sitting, standing, walking stairs, lifting 25 lbs. or more. This position involves travel with personal vehicle within La Plata County.

To apply, send a cover letter and resume to: careers@durango.org by November 23, 2020.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as established to meet the ongoing needs of the organization.

Visit Durango is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.