



Lake Tahoe  
Visitors Authority

**Lake Tahoe Visitors Authority**

169 Hwy 50  
Stateline, NV 89449  
775-588-5900

[www.tahoessouth.com](http://www.tahoessouth.com)

**INVITES APPLICATIONS FOR THE POSITION OF:  
Marketing Communications Coordinator**

An Equal Opportunity Employer

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**SALARY**

\$38,000 - \$43,000 Annually DOE  
Benefits package available after 90 days

**OPENING DATE:** 04/30/2021

**CLOSING DATE:** 05/14/2021 5:00 PM Pacific Time

**START DATE:** On or around 06/01/2021

**THE POSITION**

**This is a full-time, non-exempt position with the Lake Tahoe Visitors Authority (LTVA).** The Lake Tahoe Visitors Authority Marketing Communications Coordinator will act in a support capacity for various Marketing and Digital initiatives. Responsibilities will be project and event-based and could vary.

**EXAMPLES OF DUTIES**

**This job post lists the major duties and requirements of the job and is not all-inclusive.**

- Create PowerPoint presentations.
- Become familiar with LTVA data and research platforms.
- Manage stakeholder and community email database, and communications as needed.
- Manage projects and tasks associated with the Tahoe South Events Center.
- Support the production of entertaining and informative authentic (rough-cut) videos.

- Support the update and creation of content, blogs, and landing pages for tahoesouth.com (a Gutenberg WordPress site).
- Repurpose all content on all media platforms.
- Responsible for the engagement and management of LTVA's online presence on social media, Google & Tripadvisor.
- Catalog photo and video assets into libraries and upload them to the Digital Asset Management platform, Barberstock.
- Assist in the acquisition of UGC assets.
- Assist with the planning of familiarization tours (FAMs), trade shows, influencer visits, and sales missions, including subsequent follow-up and contact database management.
- Assist with LTVA's sustainable tourism strategy.
- Assist with annual reports and publications.
- Other tasks and projects as needed.

### **TYPICAL QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.*

#### **Education and Experience:**

A college/university degree in marketing, media, journalism, or English is preferred, but not required, with a solid grasp of all Microsoft Office applications, video editing, intermediate knowledge of Adobe programs, OR an equivalent combination of education, training, and experience as determined by Lake Tahoe Visitors Authority.

#### **REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:**

- Valid driver's license and reliable transportation

#### **Preferred Knowledge and Skills:**

Knowledge of:

- Basic video editing
- Adobe Suite
- Creative-minded with an ability to conceive interesting ideas for new content
- Knowledge of social media marketing
- Creating and implementing content for all social platforms
- Developing reports for management showing results
- Techniques for dealing with a variety of individuals, at all levels of responsibility, in person and over the telephone
- Communicating effectively in oral and written forms
- Photography

Ability to:

- Work events in the evenings and occasional weekends to capture content
- Present in front of small groups and work effectively in a fast-paced team environment
- Move between the creative side of marketing and the analytical side
- Demonstrate why your ideas are analytically sound
- Maintain excellent writing and language skills
- Effectively communicate information and ideas in written and video format
- Work creatively to accurately portray Lake Tahoe's south shore in a way that is appealing across multiple age groups
- Recognize and keep up with tourism trends so that content is relevant
- Interact professionally with stakeholders, committees, and boards

### **PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods; strength to lift and carry up to 35 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; exposure to traffic conditions and external environment when traveling between locations.

### **SUPPLEMENTAL INFORMATION:**

1. This classification is considered non-exempt. LTVA employees are "at-will" and as such, may be terminated at any time for any reason, or no reason.
2. Any LTVA employee may be required to stay at or return to work during emergencies to perform duties specific to this classification or to perform other duties as requested in an assigned response position. This may require working a non-traditional work schedule or working outside normally assigned duties during the incident and/or emergency.
3. LTVA is an Equal Opportunity Employer.

## **LTVA Marketing Communications Coordinator Supplemental Questionnaire**

1. Please describe any video creation experience and process. What programs did you use and how many years of experience do you have in editing video?
2. Please provide a link to a video you've created or photography you've taken, or both if applicable.
3. Do you have experience building, managing, or editing websites in WordPress? If so, how many years of experience do you have?
4. Please list the social media platforms you are experienced with and accounts you have managed. Share any of your best practices and success stories.
5. Of the requirements and skills preferred, which one do you believe is your strongest?

## **APPLICATIONS**

Please submit three documents: your resume, a cover letter, and answers to the questionnaire, by email to [info@LTVA.org](mailto:info@LTVA.org).

In the Subject Line please type, 'LTVA Marketing Communications Coordinator Application'.

*No phone calls, please.*

*Only qualified candidates will be acknowledged.*

*The position is open until filled.*