



Title: Marketing & Public Relations Coordinator

Reporting to: CEO

Job purpose: Develop, organize, place and coordinate all aspects of the Challenge Aspen image through printed materials, social media, website, copy and branding.

Job Status: Full-time (32 hrs.minimum) / Year-round

Key Responsibilities and Accountabilities:

- Develop marketing strategy and schedule for Challenge Aspen projects
- Determine focus areas to grow Challenge Aspen's local, statewide and national media opportunities
- Educate the valley about Challenge Aspen and what our mission is, while clearly stating the difference between the Challenge Aspen's various programs and other organizations
- Responsible for all social media schedules and postings, as well as other efforts to broaden reach and diversify content
- Continuous posting on social media
- Coordinate advertising through various channels for all departments; build relationships with media partners
- Create media calendar with scheduled radio interviews, newspaper ads, email blasts, etc. Update on regular basis
- Seek opportunities for media coverage of Challenge Aspen programs and events, including regular submission of press releases and PSA's to media outlets
- Manage the Challenge Aspen website. Maintain regular communication with department directors to ensure the site is up-dated and accurate at all times
- Educate program directors on processes for making minor changes to website
- Manage all projects with graphic designer and web developer, acting as key liaison for CA staff
- Write copy for marketing materials and seek input from other departments as needed
- In conjunction with the CEO, develop necessary contracts and/or agreements
- Effectively manage outside contracts
- Keep a pulse on all events, camps & retreats taking place within the organization
- Ensure marketing materials are up to date and assist with production of new materials; maintain inventory of marketing materials
- Create templates for all collateral needs, working closely with our graphic design team.

- Catalogue and maintain organizational images and videos
- Ensure consistency and encourage growth of the Challenge Aspen brand
- Monitor retail items to ensure accurate branding
- Create and send out monthly newsletter to Challenge Aspen supporters, working with all staff to inform of content
- Manage organizational email list; work with Development staff to ensure new donors receive CA emails
- Assist with management of advertising and marketing budget
- Assist with event efforts as needed
- Other duties as assigned

Qualifications, Attributes & Key Success Factors:

- Minimum of 2 years' experience in a marketing/public relations position
 - Excellent writing skills
 - Strong computer skills including proficiency with Microsoft Office and WordPress
 - Proven communication and people management skills
 - Extremely organized and impeccable attention to detail
 - Professional at all times and focus on outstanding customer service
 - Ability to provide and promote exceptional customer service and communicate effectively with a variety of individual personalities
 - Willingness to work additional hours for marketing events as needed
 - Continually prospect, locally and beyond for new opportunities to extend Challenge Aspen's outreach; ability to think creatively
 - Flexible and adaptable with ability to prioritize and manage multiple projects simultaneously
 - Detail oriented and utilize effective time management skills
 - Ability to multi-task in a fast-paced work environment
 - Possess strong communication skills
 - Self-starter
 - Solid decision-making skills and judgement
 - Ability to adapt quickly and graciously to change
 - Act as member of Snowmass Tourism Marketing Advisory Committee
 - Maintain clear communication with all co-workers and contractors
 - Be an active, positive member of the Challenge Aspen team
 - Enjoy working as a team member as well as ability to work independently
 - Be a role model and offer assistance to others when needed
 - Understanding of various disabilities and behaviors a plus
 - Passion and commitment to the Challenge Aspen mission
 - Maintain a sense of humor and remember the mission behind your hard work
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- Adhere to the environment of L I G H T
 - Loyalty

- Integrity
- Generosity
- Honesty
- Trust

Supervisor Approval: _____ Date: _____

HR Approval: _____ Date: _____