

The Vail Jazz Foundation, Inc.

Open Position: Digital Marketing Specialist

Vail Jazz produces summer and winter music festivals and award-winning educational programs serving both the national and local communities.

The Team Culture:

The team at Vail Jazz is a tight group of passionate individuals with a diverse set of experience and interests, working together toward the mission. We depend on each other and are looking for a teammate that shares our commitment to:

- Energized collaboration
- Work hard and have fun
- No job too small

The Job:

The Digital Marketing Specialist is a part time position responsible for the digital properties of the Vail Jazz Foundation. This includes management of the company website and Google Analytics, Google Business listing, and paid campaigns on Google AdWords and social media. The Digital Specialist will be responsible to understand the website architecture and create a robust and logical user journey. This position will be required to fully integrate storytelling into this instrumental owned asset, and conduct ongoing updates and maintenance. This position will also oversee the agency who manages website hosting and SEO to ensure agreed upon deliverables are being met and performance is optimized. The Digital Marketing Specialist will also be responsible to identify relevant external events listing opportunities and ensure Vail Jazz has a robust and accurate presence.

This position can be based anywhere from Eagle County to the Front Range, as it is mainly remote, but will require occasional in-person availability in our Minturn office or Vail venues. This role reports to the Marketing Manager and will work closely alongside the Marketing Communications Coordinator.

Skills and Requirements:

- Bachelor's degree in Marketing, Communications, or related field.
- 2 - 4 years of experience in actively managing website content and analytics, paid digital and social campaigns, and SEO/SEM efforts.
- In-depth knowledge of Google Analytics, including staying up to date with updates and advances, experience with setting up and tracking conversions, and monitoring results to make real-time recommendations based on performance.
- Experience with creating and managing paid Facebook and social media campaigns, working toward specific objectives and managing budgets to optimize campaign performance.
- Ability to create digital assets (video, images, etc) and knowledge of best practices by digital channel (website, social media, Vimeo). Experience with InDesign, Photoshop, and video editing software.

- Experience using visual and written assets in a storytelling capacity, and putting storytelling into practice in digital channels.
- Experience using CMS, specifically WordPress, to manage and maintain website content.
- Proven track record of tracking and reporting on digital channels and adjusting efforts based on performance.

Compensation:

- Part-time position, 25 - 29 hours per week
- Salary range is \$24 - \$27 hourly depending on experience
- Ability to work from home, with occasional in-person requirements