



**COLORADO SKI COUNTRY USA  
Communications Coordinator  
Job Description**

**Position Title:** Communications Coordinator

**Job Announcement Date:** April 2017

Colorado Ski Country USA (CSCUSA) is the not-for-profit trade association representing 22 ski areas across Colorado. CSCUSA's areas of focus include marketing, communications and public policy.

The Communications Coordinator will work closely with the Public Affairs Director, the communications staff at member ski areas and members of the media to obtain positive media coverage for the association, its members and the state's ski and snowboard industry. The coordinator will be primarily involved with content creation in the form of press releases, social media postings, email newsletters and video production. This person will help plan and coordinate events including national and in-state media visits. They will be joining a small close-knit team where coordination with and support for other team members is expected.

**Primary Responsibilities**

- Assist in the development and implementation of public relations goals and strategies in concert with other CSCUSA departments.
- Assist with creating tools used to pitch media including drafting press releases, story pitches, media tracking, newsletters, email blasts and other correspondence.
- Manage CSCUSA's social media presence on Facebook, Twitter, Instagram and Youtube to share ski industry news, create brand awareness and expand digital reach.
- Oversee CSCUSA's photo library, media contact database and seasonal video production in conjunction with other members of the communications and marketing departments.
- Conduct ongoing media tracking and media list building.
- Assist with planning and coordinating national and in-state events including media market visits and meetings with media.
- Assist other CSCUSA staff with the creation of professional presentations.
- Assist with the CSCUSA blog, including original content creation, the sustainability webpage and other website updates.
- Assist with the creation, editing and printing of all materials needed for CSCUSA's pass programs and two annual meetings.
- All other duties assigned by the Public Affairs Director.

**Minimum Required Qualifications**

- Bachelor's degree or associate's degree combined with relevant experience in journalism, communications or public relations.
- One to three years of hands-on, full-time work experience in communications and/or public relations.
- Excellent copy-writing and editing skills.
- Must be extremely well-organized and able to manage multiple projects simultaneously.
- Ability to travel within Colorado on a limited basis.

**Additional Desired Skills**

- Knowledge of the ski/snowboard industry or travel/tourism industry; especially in Colorado.
- Basic understanding of Content Management System and HTML.
- Familiarity with Microsoft Powerpoint and/or Prezi.

**Salary Range:**

This is an hourly position paying \$18-21/hour depending on experience.

**Additional Benefits**

- Use of two Gold Passes which allow unlimited skiing and riding at CSCUSA member resorts.
- Health, dental and vision insurance. Employee contribution required.
- Paid vacation and sick leave.
- 401(k) retirement program.

**Resumes will be accepted via email only until the position is filled. Interested parties should *email* their resume and cover letter to Colorado Ski Country USA at the email address below. No phone calls please.**

Email: [employment@coloradoski.com](mailto:employment@coloradoski.com)

CSCUSA will consider all qualified applicants on the basis of their resume. Submission of a resume will not necessarily result in an interview. CSCUSA will not respond to telephone inquiries about the status of individual applicants. Candidates selected by CSCUSA for an interview will be contacted via email.