

# WILD HORSE PASS

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## DEVELOPMENT AUTHORITY

### Digital Content Marketing Coordinator

LOCATION:	Wild Horse Pass Corporate Center
COMPENSATION:	\$40,029-\$55,455
HOURS OF WORK:	40 hours per week, full-time
FLSA STATUS:	Exempt
SUPERVISORY:	No
REPORTS TO:	WHPDA Marketing Manager

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#### **POSITION SUMMARY:**

The Digital Content Marketing Coordinator will be responsible for promoting Wild Horse Pass as a premier tourism destination through social media and content management. This individual is primarily responsible for digital strategy development and campaign management, digital communications, and website design.

The Digital Content Marketing Coordinator will be responsible for creating, improving and maintaining content to achieve a digital marketing push for Wild Horse Pass as a destination marketing organization. The role will manage the company's content-related assets and communicate the destination's brand in a positive and authentic way that will attract visitors and inspire tourism to the destination. The ideal candidate is an experienced digital storyteller with a passion for finding and creating great content to distribute on all platforms. The ideal candidate must also be a creative thinker that thrives on interacting with our audience and customers, and has the ability to juggle multiple tasks.

#### **JOB DUTIES & RESPONSIBILITIES:**

- Co-develop and execute cross platform content strategy aligned with short-term and long-term marketing targets
- Co-manage content across social media by creating, editing, proofreading and publishing engaging content
- Source appropriate Images/Videos to accompany each post and with the relevant lead in.
- Manage all social media campaigns and day to day activities including: curation of all published content, conducting online advocacy, expanding community outreach efforts, managing efforts in building online reviews and reputation
- Monitor and respond to social media conversation and messages.
- Track and evaluate social media analytics to make informed decisions.
- Collaborate and Integrate content with bloggers, vloggers and Influencers.
- Stay up-to-date with developments and generate new Ideas to optimize social media presence
- Engage potential visitors on all social media platforms to raise brand awareness along the destination's tone of voice.
- Approve and integrate user generated content from UGC provider, (Stackla) and Google Analytics and mine that system for insights and analytics.
- Track and respond to mentions of the destination across relevant social media platforms.
- Establish, track, and share key metrics on the success of social media programs and use that information to improve social media projects and other marketing initiatives.
- Establish, document, and maintain standards for social media projects.
- Integrate traditional and social public relations programs, including but not limited to event support, blogger outreach, press room optimization, FAM trips, online and social press releases, content distribution, and other Initiatives as directed.

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### **KEY QUALIFICATIONS - EDUCATION & WORK EXPERIENCE:**

- Bachelor's Degree in Digital Marketing. Creating Writing. Communications, Journalism. English or related field.
- Minimum 2-4 years' relevant experience in the areas of digital marketing and website content management
- Knowledge of current digital trends in the global tourism and hospitality Industry is a definite asset.
- Strong understanding of marketing concepts in the context of various print and digital media. General knowledge of tourism industry a plus.
- High computer literacy, including effective working proficiency in customer relationship management software, Microsoft Office programs including Word, Excel, PowerPoint, and Outlook.
- Demonstrated experience and up-to-date knowledge of Mac applications. Experience with project management software is a plus.

### **KNOWLEDGE, SKILLS & ABILITIES:**

- High level of professionalism
- Ability to effectively manage professional relationships
- Excellent verbal and written communication skills
- Positive attitude and willingness to work collaboratively.
- Creative mindset with a finger on the pulse of social media trends.
- Working knowledge of SEO, keyword research and Google Analytics. Highly knowledgeable in the principles of 'Search and Social.
- Highly organized, professional with multi-tasking abilities and exceptional with follow-through.
- Ability to effectively manage time and schedules.
- Proficiency with popular content management systems, Simpleview, Act-On or Stackla experience a plus
- Creativity and the ability to create, compose and edit content to reflect brand personalities.
- Proven experience in digital creative copywriting.
- Must have a strong work ethic with "Get It Done", mentality
- Creative and detail oriented.
- Intuitive, approachable and open to receiving creative feedback.
- Pro-active, self-motivated and results-oriented.
- Efficient, organized, and able to juggle various tasks.
- Strong ethical, and effective work acumen.
- Accuracy, attention to detail, flexibility, and ability to work in a fast-paced, deadline-driven environment are essential.
- Ability to multi task and work on numerous projects simultaneously
- Strong creative background and skills required across a diverse array of deliverables.
- Able to work independently and in a team environment
- A satisfactory result obtained through a test for illegal drugs is a requirement of employment. Must acknowledge and agree to maintain a drug-free work place as a condition of employment.

### **COMPUTER SKILLS:**

Required: Microsoft Word; Microsoft Excel; Microsoft Project; Internet Explorer; Microsoft Outlook.

Preferred: POS systems; and inventory control systems.

### **LANGUAGE SKILLS:**

Ability to read, analyze, and interpret general business and professional journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that confirm to prescribed style and format. Ability to effectively present information to top management, public groups, and Boards of Directors.

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**MATH SKILLS:**

Ability to work with mathematical concepts such as probability and statistical inferences, discounts, interest, commissions, proportions, and percentages and apply such concepts to practical situations.

**REASONING ABILITY:**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret and extensive variety of technical instructions in all formats and deal with both abstract and concrete variables.

**WORKING CONDITIONS:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Work will be performed both inside and outside on a regular basis, in most weather conditions.

**PHYSICAL DEMANDS:**

While performing the duties of this job, the employee is regularly assigned to work in an office environment. During their workday, the employee will be regularly be required to walk; use hands and fingers to handle, or feel; reach with hands and arms; and talk and hear. The employee is regularly required to sit; and occasionally required to climb, balance, bend, stoop, lift, carry, push, kneel, crouch, or crawl. The employee must regularly lift and/or move 10 pounds, and occasionally lift and/or move up to 25 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Employee must be in a physical condition adequate to meet the physical and emotional demands of the assigned duties.

*Preference in filling vacancies is given to qualified Indian candidates in accordance with the Indian Preference Act (Title 25, US Code, Section 472 and 473). Preference is given to qualified members of the Gila River Indian Community.*

*The Gila River Indian Community is also committed to achieving the full and equal opportunity without discrimination because of Race, Religion, Color, Sex, National Origin, Politics, Marital Status, Physical Handicap, Age or Sexual Orientation. In other than the above, the Gila River Indian Community is an Equal Opportunity Employer.*

**Questions – Contact:**

Human Resources  
Email: [Careers@wildhorsepass.com](mailto:Careers@wildhorsepass.com)

**Submit Resume and Cover Letter to:**

Human Resources  
5350 North 48th Street, Suite 310  
Chandler, Arizona 85226

**Position Posting Closes:**

When filled

**Employee Acknowledgment:**

Sign: \_\_\_\_\_ Date: \_\_\_\_\_

Print: \_\_\_\_\_