Alta Chamber & Visitors Bureau Coordinator
Job Description

The Alta Chamber & Visitors Bureau (ACVB) promotes Alta and Little Cottonwood Canyon as a world class, year-round, mountain resort destination. ACVB enhances the visitor experience and functions as a partnership between the public entity of the Town of Alta and the business community. The Coordinator manages and oversees all aspects of the non-profit organization and reports to the Board President.

The primary areas of responsibility for this position are as follows:

Website

- Oversee day-to-day operations of website by adding and updating content as required. Work with web developers on any major website changes/updates.
- Continually implement SEO best practices throughout website.
- Create website reports using Google Analytics, Webmaster tools and Megalytics and report to website committee.

Marketing & Public Relations

- Coordinate all marketing plans for the season with marketing committee, including but not limited to:
    - Google AdWords
    - Familiarization Tours with industry media
    - Media market travel
    - Social Media promotions
    - Photo & Video assets
    - Partnerships with outside organizations. I.e.- Ski Utah, Visit Salt Lake, Trip Advisor
- Develop editorial calendar and content for e-newsletters, press releases and blogs.
- Distribute monthly e-newsletter and create performance reports.
- Write and distribute press releases to industry media.

Membership

- Manage ACVB membership and member services including annual membership invoicing, bi-monthly member newsletter.
- Provide bi-monthly updates to Membership through e-newsletters
- Coordinate and schedule semi-annual education workshops for members.
- Work with membership committee on member events—annual meeting, winter kick-off.

Grants

- Write annual grant application for the Utah Office of Tourism (UOT). Oversee, collect and maintain information required by grant or UOT cafeteria program.
- Manage grant marketing budget and deadlines.
- Pursue potential new sources for funding with the approval of the Board

Accounting

- Manage all bookkeeping tasks in QuickBooks, including but not limited to deposits, billing, invoicing, reconciliation and reporting to invested parties.
- Help create and manage budget with finance committee.
- Manage payroll, payroll entries,
- Work with bookkeepers and CPA on annual financial statement, taxes and audits.

Board Meetings/Committee Meetings

- Attend and prepare bi-monthly agenda and report for board meetings and sub-committee meetings.
- Coordinate annual board retreat and follow-up.
- Outside Meetings – attend meetings outside of Alta and report to board on these meetings. Alta Town Council, Ski Utah, Visit Salt Lake and others subject to discretion of the board.
- Oversees call for nominees for new board members and the election process timeline.

Minimum Qualifications

In order to perform the essential functions of this position a candidate must possess exemplary communication skills, both written and verbal. The candidate must be self-motivated, detail oriented, and love Alta. They must also possess: Creative, flexible

- Demonstrated written and verbal communication skills
- Strong organizational skills
- Good relationship skills
- Ability to establish priorities and meet deadlines
- Proficient in Microsoft Office Suite
- 1-2 years marketing experience
- Passion for Alta and the region

Desired Qualifications

- Experience with QuickBooks Accounting Software
- Experience with Google Analytics and Google AdWords
- Experience with Project Management
- Experience with WordPress or other content management systems (CMS)
- Experience developing social media, website, and newsletter content in a marketing context
- Experience in nonprofit management

Educational Requirements

- BA or BS in marketing or communications or a related field or equivalent work experience.

October, 2017