

## **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.

This position is part-time with flexible hours and flexible work location.

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

### **Website**

- Oversee day-to-day operations of [www.discoveralta.com](http://www.discoveralta.com) by adding and updating content as required. Work with web developers on routine maintenance and special projects
- Continually implement SEO best practices
- 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 such as Ski Utah, Visit Salt Lake, and 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 to facilitate two annual membership events

### **Grants**

- Apply for and manage grant from Utah Office of Tourism (UOT) annually.
- 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 and 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
- Attend meetings of the Alta Town Council, Ski Utah, Visit Salt Lake, and other organizations
- Coordinate board member nomination and election processes

### **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, creative, flexible and love Alta. They must also possess:

- 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, communications, or a related field, or equivalent experience.

**Please send a resume and cover letter to [Sara@Canyonservices.com](mailto:Sara@Canyonservices.com). Position open until filled.**

*November 18, 2017.*