

# Marketing Coordinator // Ute Mountaineer

## WHAT YOU'LL BE DOING

The Marketing Coordinator will be responsible for executing marketing efforts at the Ute Mountaineer. They will work closely with and report to the Marketing Director to educate and excite customers about our products, services, and community involvements.

## WHO WE ARE

The Ute Mountaineer is an outdoor specialty retail store dedicated to welcoming all.

## RESPONSIBILITIES AND DUTIES

### Marketing

- Plan and execute assigned marketing campaigns in accordance with seasonal and annual marketing calendars.
- Create and distribute content for use in digital marketing channels including social media, email, web, print, and radio.
- Design and publish marketing materials for use both internally and externally including posters, signage, press releases, digital assets, and documents.
- Monitor and engage customers / audiences on digital platforms.
- Evaluate and report performance of in-person and digital marketing efforts based on Key Performance Indicators and established Evaluation Reports.
- Manage libraries of digital and physical marketing assets.
- Plan and execute production of photography and videography content in collaboration with the Marketing Director.
- Use project management software to track project and task status.

### In-Store

- Design and publish in-store marketing materials including product signs, vendors displays, sale and promotional materials, policy and product sectional signs.
- Work with the Buying Team to document and display new key products in-store.
- Assist on the sales floor and with retail activities on a regularly scheduled basis and during key time periods.

### Events

- Plan and execute both in-store and offsite events at Ute Mountaineer.
- Plan and execute marketing and promotion of events at Ute Mountaineer.
- Support existing events, and community involvements at Ute Mountaineer including Golden Leaf Half Marathon, America's Uphill, Aspen Nordic Race Series, film screenings, and others.

## WHAT WE'RE LOOKING FOR

### Required Personal Characteristics & Skills

- Enjoy working with and for a team while taking initiative and direction
- Comfortable with and welcoming of feedback.
- Creative mind with strong written and verbal communication skills.
- Problem solving and strong researching skills. Highly organized and detail oriented.
- A desire to learn and expand skill sets and knowledge of retail and marketing.
- Report and work in-person at Aspen, CO office.

### Required Professional Skills

- Strong copywriting and editing skills.
- Ability to understand historical and current trends in the outdoor industry and local area.
- Proficient with social media platforms including Instagram, Facebook, and TikTok.
- Experience with basic web design and editing.
- Experience with basic email marketing.
- Familiarity and comfort with Adobe Creative Suite.

### Preferred Professional and Personal Experience & Skills

- Prior experience in retail (ideally in the outdoor industry).
- Experience with basic photography and/or videography.
- Interest & participation in outdoor sports & activities as well as local area knowledge.

### Physical Requirements

A combination of sedentary work that involves sitting/standing, as well as physical activity such as walking/movement around the business, offsites venues, and outdoors. Lifting and/or moving objects up to 25 pounds. The employee is often required to stand, walk, use hands to handle or feel and reach with hands and arms. Typical tasks require ability to actively work in outdoor areas and indoor building spaces.

## WHAT WE OFFER

- Pay Range: **\$23 to \$28 per hour** depending on experience.
  - Performance and project based bonuses.
  - Exclusive employee pricing and discounts on a variety of outdoor equipment.
  - Access to rental equipment at Ute Mountaineer & Aspen Cross Country Ski Center.
  - **"Pay-to-Play"** product testing incentives and rewards.
  - Year round full-time employment.
  - Full time employees eligible for Group Health Insurance with subsidy
  - Ski Pass and discounted RFTA bus passes for full time employees.
  - Paid Vacation and Profit Sharing after 2 years of full time employment.
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## Our Mission

**We serve our guests by understanding their needs and utilizing our expertise to provide the highest quality equipment to heighten their experience in the outdoors.**

**Welcome All - Always Learn - Cultivate Community  
Inspire Environmental Stewardship - Enrich Lives**

**We Sell Fun**