



**JOB TITLE:** Website & Content Coordinator

**SUMMARY OF POSITION**

This position reports to the Director of Marketing and supports the marketing team in keeping all content and collateral up to date. This includes creating and publishing new content and materials, participating in and coordinating the implementation of the company's content marketing strategy.

**Candidate Profile**

The ideal candidate will be someone who can stay on task, manages their workload independently, thinks critically, and pays strict attention to detail. The marketing team is frequently juggling deadlines and collaborating with all departments.

**Position Start Date:** As soon as possible

**Position Commitment:** Full Time, some evening and weekend hours required

**Compensation:** \$13/hour

**Minimum Qualifications:**

- Bachelor's degree or equivalent work experience
- Excellent written and verbal communication skills. Ability to communicate professionally with all types of customers, people at all levels of the organization, and external vendors and contacts.
- Ability to work in a fast-paced environment and as a team

**Preferred Qualifications:**

- Familiarity with AOA, adventure travel, or the outdoor industry
- Experience working with Wordpress websites
- Copywriting or content writing experience
- Understanding of SEO and content strategy
- Familiarity with Google Analytics
- Proficiency in basic photo and video editing and graphic design
- Experience with Adobe suite of tools
- Experience working in mailchimp or similar email marketing tool

**Primary Responsibilities:**

- Write keyword-weighted website content focused on destinations and activities where AOA operates guided day tours and rentals.
- Follow a content strategy and calendar, assign content topics to other contributors, answer contributor's questions, edit, draft, and publish content.
- Make updates to AOA's wordpress websites on request
- Draft email marketing campaigns
- Select and update photos on website on request



- Following the company's social media strategy and calendar, write social media content, schedule content for publishing, moderating and posting to social media accounts
- Updates online listings as needed including making updates to TripAdvisor, Yelp, Google my Business, and others

**Secondary Responsibilities:**

- Manage contact database for email marketing efforts including exporting clients from reservation system and importing into email tool
- Using Google Analytics to monitor website traffic
- Attend tourism industry events including quarterly networking nights
- Participate in marketing events, organizing booth materials, manning a booth
- Placing orders for print collateral
- Maintaining branded gear inventory and distribute items to staff
- Import photos into photoshelter, assist staff in using photoshelter