

Job: Marketing and Public Relations

Job Title: Public Relations Coordinator

Supervisor: COO

Wage: \$17.50 - \$19.50/hour based on qualifications (plus benefits)

The Mammoth Site is looking for a dynamic personality to assist in planning, coordinating, and executing The Mammoth Site of South Dakota's marketing plan.

Duties and Responsibilities:

- Creation of Marketing Plan and management of budget for non-profit's annual marketing plan
- Ad design to be utilized in print, radio, TV, and digital advertising
- Website Management
- Facebook Management
- Videography
- Create editorial and content for various media platforms and outlets
- Stay current on marketing trends
- Help negotiate advertisement rates with potential vendors
- Be the liaison for the growth of Group Travel to the museum
- Manage or modify current Branding Guide
- Train new staff on the importance of hospitality and how to effectively be good ambassadors
- Work closely with South Dakota's Department of Tourism, Black Hills and Badlands Tourism Association, Black Hills Vacations, and various group tour operators
- Design quarterly Member Newsletter
- Attend committee meetings and interacts with our Board of Directors

Minimum Job Requirements:

- Bachelor's Degree in Marketing, Advertising, or related field
- 2+ years' experience working in marketing or advertising
- Ability to multi-task in a fast-paced environment
- Excellent problem solving skills
- Must be willing to travel to conferences and seminars
- Strong communication and organization skills
- Experience in hospitality training
- Other duties as assigned

Preferred Job Qualifications:

- Excellent analytical, communication, and presentation skills
- Familiarity with online content marketing and social media development strategies
- Familiarity with Google AdWords
- Familiarity with Canva and Adobe Products
- Familiarity with Google Analytics and other Web analysis tools
- History of successful sales to group tour operators

Benefits:

- Health Insurance (2/3 paid by The Mammoth Site)
- Life Insurance (paid by The Mammoth Site)
- Aflac (Supplemental Life, Disability, Dental, Cancer, etc.)
- Sick Leave
- Annual Leave
- Paid Holidays
- Retirement Match when an employee becomes eligible
- Great Work Environment