

**Job Title:** Social Media Coordinator

**Company:** GetSkiTickets.com

**Location:** Remote

**Type:** Part time (PAID)

**About GetSkiTickets.com:** GetSkiTickets.com is a leading online platform specializing in showcasing lift ticket and ski pass deals to inspire skiers and snowboarders to experience the thrill of the mountains. We are committed to making winter sports accessible to everyone by providing affordable and convenient access to ski resorts across the country.

**Job Description:** GetSkiTickets.com is seeking a highly motivated and creative Social Media Coordinator to join our dynamic marketing team. As a Social Media Coordinator, you will play a crucial role in enhancing our online presence, engaging with our target audience, and driving brand awareness across various social media channels, with a focus on Instagram, Facebook, and other relevant platforms.

**Responsibilities:**

1. **Content Creation:** Lead the creation of visually appealing and engaging content, including graphics, images, videos, and captions, that resonate with our target audience.
2. **Platform Management:** Manage and maintain the company's social media accounts, including Instagram, Facebook, Twitter, and other relevant platforms.
3. **Community Engagement:** Proactively monitor and respond to comments, messages, and mentions across social media channels to build relationships with our followers and address inquiries or concerns promptly.
4. **Content Scheduling:** Develop and execute a content calendar, ensuring consistent and timely content distribution.
5. **Campaign Leadership:** Take ownership of the development and execution of social media marketing campaigns, promotions, and giveaways to drive user engagement and website traffic.
6. **Analytics and Reporting:** Analyze key social media metrics, providing insights and recommendations for improving performance and growing our online presence. Generate regular reports to track progress.
7. **Trend Analysis:** Stay up-to-date with industry trends and social media best practices, identifying opportunities for innovation and growth.

**Qualifications:**

- Enthusiasm for skiing and snowboarding is a plus.
- Bachelor's degree in Marketing, Communications, or a related field.
- Strong written and verbal communication skills.

- Proficiency in using social media platforms such as Instagram, Facebook, Twitter, and LinkedIn.
- Proficiency in social media analytics tools (e.g., Facebook Insights, Instagram Insights).
- Creative thinking and the ability to generate fresh content ideas.
- Excellent organizational skills and attention to detail.
- Ability to work independently and collaboratively in a fast-paced environment.
- Familiarity with graphic design and video editing tools (e.g., Canva, Adobe Creative Cloud) is a plus.

**Benefits:**

- Competitive salary and benefits package.
- Gain valuable experience in social media marketing and digital communication.
- Opportunity to work in a dynamic and supportive team environment.
- Access to valuable mentorship and learning opportunities.
- Networking opportunities within the marketing and ski industry.
- Potential for career growth and advancement within the company.

**How to Apply:** Interested candidates should submit their resume, cover letter, and any relevant portfolio or social media profiles to [ski@getskitickets.com](mailto:ski@getskitickets.com).

Please include "Social Media Coordinator Application - [Your Name]" in the subject line.

GetSkiTickets.com is an equal opportunity employer and welcomes candidates from all backgrounds to apply.