



MARKETING SPECIALIST

To Apply: Email Resume and Cover Letter to: samantha@rockymountainfoodtours.com

The Marketing Specialist has a key role to Rocky Mountain Food Tours' growth and branding. They will be responsible for developing a multi-pronged marketing approach, creating exciting content, building an effective conversion funnel, and increasing ticket sales.

Employment Type: 1099 Contractor (Remote), Paid Monthly

Pay: Hourly, Negotiable

Hours: 10-15 hours/week

Skills and Qualifications (Required)

- Experience in or background of marketing or branding. Able to demonstrate previous work and outcomes that resulted in increased sales, better branding, and/or expanded reach.
- Familiarity with social media platforms including Facebook, Instagram, Twitter, and Pinterest.
- Copy writing and editing ability with attention to detail.
- Great business acumen; able to interact with the general public cheerfully and professionally.
- Creative with a drive to implement new technology.
- Efficient and responsible with use of time; results oriented.
- Independent, trustworthy, and motivated to provide excellent work.
- Detail-oriented and able to spot and correct inconsistencies, errors, and missed opportunities in order to continually perfect the brand.
- Will be required to provide own computer and internet access.

Software/Application Experience (Not Required but Preferred)

- Wordpress, Canva, Apple Pages, Google Sheets, Google Docs, Google Business, MailChimp

Responsibilities and Duties

Related to The Blog

- Manage the blog, ensuring a new and relevant post every-other week.
- Guide and communicate with professional writer in developing content within deadline.
- Format and proofread blog, including SEO keywords and image tags.
- Format and send each post's corresponding marketing email and social media posts.
- Update the blog archives regularly, deleting erroneous information and dead links.

Related to Social Media

- Develop and manage a content calendar for Facebook, Twitter, Instagram, Pinterest, and Google Business.
- Promptly respond to followers' comments, messages, and questions.

Related to Advertising

- Create and refine Google PPC and retargeting campaigns within budget.
- Design and oversee the creation of printed ads, radio spots, and other traditional media.

Related to The General Marketing

- Maintain website including some copy writing, general updating, and SEO.
- Post individual tour events to various local and state-wide community calendars.
- Manage all promotional collateral, working with design professionals to create needed pieces, and maintaining inventory levels.
- Responsible for creating and running public promotional campaigns (i.e. Black Friday)
- Generate and distribute press releases, as needed.
- Create strategies for building private tour interest.
- Promptly respond to online reviews posted to TripAdvisor, Facebook, Google, etc.
- Other marketing duties as invented or assigned.

Opportunities for Position Expansion

The following duties may be added if a candidate shows interest or competency:

- New food tour route development including script writing.
- Restaurant relationship management that will include a monthly dining stipend.

Training and Support

- Candidate will mostly set their own hours but will have at least one scheduled weekly reporting meeting with owner, Samantha Wood.

Colorado Springs Food Tours LLC DBA Rocky Mountain Food Tours is an equal opportunity employer.