

MARKETING RESOURCE JOB DESCRIPTION

Mission: This position contributes to the success of Wapato Point by executing the marketing tactics determined by the Marketing Committee and WPMC.

Independent Contractor

- Dedicated time on-site Thurs-Sun approx. 32 hours per week for 50 weeks
- Office location/concierge desk in lobby area/possible space in the ARL location
- Salary range of \$45-50k per year/\$30 per hour

Responsibilities

- Branding Influencer/Ambassador
- Concierge at the Front Desk
- Monitor Social media posts on Facebook & Instagram
- Responsible for marketing communications to committee
- Visit wineries, and other key sources monthly
- Media Liaison – events calendars
- Manage printed materials
- Manage email database
- Reply to reviews and questions from Trip Advisor & Social Media
- Manage rates, codes and changes inventory to OTA's
- Reporting

Requirements

- Proficient in Microsoft Office products and social media platforms
- Outstanding written and verbal skills
- Professional image
- Strong telephone and writing skills
- High energy, self-starter
- People person
- Experience in the Hospitality Industry
- Utmost integrity

Reports to Marketing Committee & WPMC/Brigitte Cooper

Education/Vocational Experience

- The position prefers a minimum of 3 years previous hospitality experience in a hotel/resort.