Tahoe Donner Association
Job Description

Job Title: Marketing Lead Copywriter
Department: Marketing & Communications
Reports To: Marketing Manager
FLSA Status: Exempt
Pay Range: $45k - $55k
Prepared: September 2017

SUMMARY
The Lead Copywriter reports directly into the Marketing Communications Manager. This lead role will work to support all copy efforts across the marketing organization that include: Monthly magazine, website, CRM, advertising campaigns, social voice strategy, events and other marketing programs. This will lead the overall copy strategy for the brand of Tahoe Donner and set the overall voice and tone standards. You will be responsible for managing any external freelancers and setting copy workflows and process. This role will not only be responsible for developing copy but will be responsible for copy editing to make sure we maintain a high level of quality across all of our materials. If you have a marketing background as well and experience with digital marketing initiatives that will be a big bonus!

SKILLS knowledge of the following:
• Proven copywriting track record / background
• Ability and understanding of how to write for a lifestyle brand
• Solid understanding of copy workflows and process and ability to lead initiative to implement and maintain that process
• Solid understanding of content strategy and creation
• Creative eye and ability to help / drive creative process: Naming, taglines and overall voice + tone strategy
• Ability to manage and lead copy process including management of external vendors and clients
• Exceptional attention to detail and organizational skills
• Strong communication skills and proactive mentality
• Knowledge of Creative and Business Software: Adobe Creative Suite, Microsoft Office: Word, Excel, Access, Outlook, Mail Chimp
• Knowledge of and experience working within social media environments such as Facebook, Twitter, Vimeo, Instagram, etc.
• Writing skills, including appropriate grammar, punctuation, syntax, etc.
• Experience working in website content management systems, ideally Wordpress
• Ability to juggle multiple projects simultaneously, hit deadlines and manage time appropriately
• Creativity, high energy, positivity and teamwork are a must to be part of this exciting marketing team!
• Bonus if you are or have experience leading and driving digital marketing strategy and initiatives such as CRM strategy, website and digital strategy, digital advertising, ambassador management, etc.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.
• Lead and own overall copy strategy and development across all marketing initiatives and vehicles: Magazine, website, CRM, social, brand, advertising and brand campaigns, member relations blanket responses, knowledge based documents and voice guides and other marketing channels.
• Ability to manage positive and successful relationships with clients, amenity managers and overall staff and association members, and employees allowing for open communication of ideas at all levels.
• Bonus if you have a digital marketing background and are able to lead strategy through execution for CRM program, website and other marketing programs.

QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. In addition, this role must be capable of basic updates to our website.

EDUCATION and/or EXPERIENCE
Experience or study in the field (s) of journalism, advertising, marketing, public relations, graphic design, digital media, or social media. Experience with photography, editing and organizational duties are also desired. This position requires initiative and a creative sensibility.

CERTIFICATES, LICENSES, REGISTRATIONS
Requires possession of valid Class C Driver License with a driving record meeting the minimum standards required by the association insurance carrier.
LANGUAGE SKILLS
Ability to read, analyze, write, and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write advertising and promotional copy for a general audience. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. **Ability to speak effectively before groups of customers or employees of organization.**

MATHEMATICAL SKILLS
Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals.

REASONING ABILITY
Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

PHYSICAL DEMANDS
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance; stoop, kneel, crouch or crawl; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required for this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

TEAMWORK
Exercise teamwork across businesses, functions, and association departments. Maintain open communication channels across all avenues creating an atmosphere where all ideas can be expressed freely. Welcome creativity as a problem-solving tool. Implement change followed by continuous improvement.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
While performing the duties of this job, the employee may be exposed to moving mechanical parts. The employee is occasionally exposed to high, precarious places; fumes or airborne particles; toxic or caustic chemicals; outside weather conditions; and risk of electrical shock. The noise level in the work environment is usually moderate.

By signing below, I acknowledge that I have received and read the above job description.

__________________________________
EMPLOYEE NAME

__________________________________/___________
EMPLOYEE SIGNATURE DATE