

Marketing Coordinator – Bluewood

Location: Ski Bluewood, Dayton, Washington

Reports To: Marketing Director

Position Overview

Bluewood is a community-driven mountain where every slash, chair ride, and event tells a story. We're looking for a highly driven, creative, and organized individual who thrives in a fast-paced, hands-on environment and wants to push the limits of traditional resort marketing. You'll assist with the development and execution of marketing strategies that drive awareness, attract new guests, and enhance the guest experience. This role works directly with the Marketing Director to support social media, email, events, and creative production while maintaining Bluewood's distinct tone and brand image across all touchpoints.

Key Responsibilities

- Assist with the resort's social media calendar, drafting and scheduling posts, monitoring engagement, and ensuring consistent tone and visual quality.
- Create and Edit a weekly highlight for resort updates, snow conditions, upcoming events, community news, and more.
- Assist with keeping Bluewood.com up to date with hours, ticket info, and event details, ect. and assist with SEO optimization and page content.
- Coordinate marketing campaigns and promotions for seasonal programs, events, and mountain activities.
- Occasionally assist in the creation of digital and print marketing assets, including ads, posters, email graphics, photoshoots, and content for social channels.
- Help plan and execute on-mountain events (e.g., NYE Celebration, BASH, Skyline Rail Jam), including setup, signage, and teardown.
- Assist in maintaining an organized photo and video asset library, ensuring efficient tagging and storage using Dropbox, Lightroom, and our CRM.
- Ensure brand consistency across all touchpoints, aligning visuals and messaging with Bluewood's identity.

Qualifications

- Bachelor's or Associate degree in Marketing, Communications, Digital Media, or a related field (or equivalent combination of education and professional experience).
- Proficiency with Adobe Creative Cloud, especially Illustrator, Photoshop, Lightroom, and file management systems.
- Strong organizational skills and attention to detail; ability to manage multiple projects simultaneously.
- Excellent written and verbal communication skills with sensitivity to brand tone.
- Familiarity with web content management, SEO best practices, and social media scheduling tools.

- Comfortable assisting with event setup and teardown (e.g., banners, signage, promotional displays), lifting up to 50 lbs, and skiing with up to 30 lbs.
- Basic knowledge of Google Analytics, Mailchimp, and Microsoft Office Suite.
- Basic understanding of design principles and brand guidelines.
- 1–2 years of experience creating content and shooting photographs.
- Highly self-motivated, eager to learn multiple aspects of marketing, and excited to work in a creative, outdoor-focused environment.
- Advanced skiing or snowboarding abilities preferred.

Compensation & Benefits

- Pay range: \$19–\$23/hour DOE.
- Seasonal Full Time (30-40hrs), with growth possibility to year-round employment.
- Thursday – Sunday Schedule with holidays and evenings often required.
- Free season pass, pro-deal access, and resort benefits for you and dependents.
- Opportunities for professional growth and development.
- Supportive, community-oriented work environment with a focus on teamwork.

How to Apply

Please submit your resume, cover letter, a writing sample, and a portfolio to **Will@Bluewood.com** with the subject line “**Marketing Coordinator – Bluewood.**”