



Digital Media Marketer

The Digital Media Marketer will provide support to the Executive Director and General Manager of Minocqua Winter Park in the areas of digital media marketing and basic graphic design to enhance and expand the Minocqua Winter Park brand and adhere to the Park's brand strategy.

Key responsibilities include:

Social Media

Daily social media posting (FB, Instagram, other as needed), following topic and events calendars;

Posting on partner social media sites to promote events

Creating and placing social media ads as needed to ensure highest audience engagement

eNewsletter

Creating and distributing a monthly eNewsletter to established audience and maintaining newsletter distribution list in Neon CRM

Digital Event Marketing

Posting event information on key calendar sites

Distributing event and news press releases to media

Sending event and news emails to constituent list as needed

Website Updates

Basic updates to website as needed (events, sponsor changes, news)

Graphic Design

Graphic design of basic brochures, fliers – 2 items per month

Weekly Meetings with Events/Marketing Group