



Marketing & Events Manager

Location: Stateline, NV

Job Type: Full-time, in-Person

Working Conditions: Regular office hours with flexibility for evening and weekend events or meetings. Local travel for community and stakeholder meetings, events, and activities.

Position Overview:

The Marketing & Events Manager will play a pivotal role in promoting Lake Tahoe as a prime destination, support and assist with creating and executing marketing strategies, and manage a diverse portfolio of events. This role involves both strategic planning and hands-on work in implementing promotional campaigns, coordinating events, and working collaboratively with event promoters, local businesses, stakeholders, and the community.

Responsibilities:

Marketing:

- Assist with developing, implementing, and evaluating marketing strategies and campaigns to promote Lake Tahoe as a prime tourist destination.
- Collaborate with LTVA integrated marketing agency, and other vendors to create promotional materials.
- Manage digital marketing, including social media, email marketing, and content creation.
- Analyze LTVA's data sets and monitor industry trends to inform strategy adjustments.
- Coordinate with stakeholders, local businesses, and government entities to ensure cohesive branding and promotional efforts.
- Monitor and manage marketing budgets to ensure cost-effective campaigns.

Event Management:

- Plan, evaluate and occasionally execute a range of events, from small gatherings to large-scale public events, including those at the Tahoe Blue Event Center.
- For some events, coordinate all aspects of planning, including logistics, vendor management, volunteers, permits, security, and post-event evaluation.
- Work closely with local authorities and organizations to ensure all events comply with local and safety regulations.
- Follow event budgets, ensuring cost-effectiveness and assessing ROI.
- Liaise with promoters, sponsors, participants, and stakeholders to ensure smooth event execution.

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- Evaluate the impact and success of events, utilizing data and feedback to inform future initiatives.

Qualifications:

- Bachelor's degree in Marketing, Event Management, Business Administration, or related field.
- Tourism or Hospitality experience in marketing and event management.
- Strong organizational, project management, and multi-tasking skills.
- Excellent communication and interpersonal skills.
- Knowledge of digital marketing, including SEO, PPC, and social media platforms.
- Ability to work flexibly, including evenings and weekends, as required.
- Strong analytical skills and proficiency in using data to inform decisions.
- Familiarity with the Lake Tahoe region and existing networks within the community

Salary & Benefits:

- Range: \$68,000 - \$73,000
- Opportunity for annual performance bonus
- Medical, Vision and Dental coverage
- Life Insurance
- Paid Vacation
- Paid Sick Leave
- 13 Paid Holidays per year
- 401k with match

How to Apply:

Submit cover letter and resume to jobs@visitolaketahoe.com

Applications received without a cover letter will not be considered.

Lake Tahoe Visitors Authority is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

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