

Marketing & Communications Specialist

Employer: Deadwood Chamber of Commerce & Visitors Bureau

Reports To: Executive Director and/or Marketing & Media Manager

Status: Full-Time

Application Process: Send a cover letter, resume, and link to a design or creative portfolio to the Executive Director, Amanda Kille, at amanda@deadwood.org. The hiring process will include interview(s) and reference checks. Finalists will complete a brief skills assessment evaluating writing, graphic design, and creative content development competencies prior to a job offer.

Compensation & Benefits:

This is a full-time, permanent position with a starting salary of \$45,000+, depending on qualifications and experience. Opportunities for salary increases and cost-of-living adjustments based on performance, organizational needs, and budget availability.

Benefits include:

- Employer-sponsored health, dental, vision, and life insurance for the employee
- Paid time off (PTO)
- Paid holidays
- Health and wellness benefit
- Cell phone stipend or inclusion on the organization's cell phone plan
- Eligibility for retirement plan participation and 3% employer match after one year of employment
- Flexible scheduling following major events and tourism weekends

Position Summary

The Marketing & Communications Specialist serves as a creative professional responsible for developing original marketing, advertising, visual, written, and multimedia content that promotes Deadwood tourism, events, member businesses, and community initiatives. This position regularly exercises independent judgment, originality, and creative discretion in developing marketing campaigns, social media and email campaigns, designing promotional materials, producing photography and video content, developing digital storytelling strategies, and shaping the organization's public-facing brand identity across multiple communication platforms.

The ideal candidate is highly creative, visually driven, detail-oriented, and capable of managing multiple projects simultaneously in a fast-paced tourism and events environment. This role requires strong creative writing and design skills, an understanding of digital media trends and audience engagement strategies, and the ability to produce compelling visual and written content tailored to a variety of audiences and platforms.

This is a full-time, in-person position based in Deadwood, South Dakota, at 501 Main Street. Remote or hybrid work is not available.

This position requires regular attendance at Chamber and community events, including evenings, weekends, and occasional holidays during peak tourism and event seasons. Event participation is an essential function of this position and includes gathering content for future promotional projects while assisting with event operations.

Essential Duties and Responsibilities

Creative Social Media Storytelling

- Create compelling visual, written, and multimedia storytelling content designed to strengthen audience engagement and enhance the Deadwood brand.
- Exercise independent creative judgment in determining social media and email messaging, visual presentation, tone, and audience engagement strategies.
- Design original promotional materials, advertisements, social media graphics, posters, brochures, flyers, and branded marketing assets for print and digital distribution.
- Write, edit, and adapt original promotional copy, tourism messaging, event descriptions, scripts, press releases, email campaigns, and social media content for a variety of audiences and media platforms.
- Develop and maintain a strategic monthly content calendar aligned with organizational marketing priorities, seasonal tourism initiatives, and event promotions.
- Create and publish original multimedia content across Facebook, Instagram, TikTok, X (Twitter), YouTube, Threads, Snapchat and emerging platforms, including photography, reels, stories, videos, graphics, and live content.
- Create and publish reoccurring content including *This Week In Deadwood*, a live entertainment roundup and history posts.
- Monitor and share Chamber member posts and events.
- Monitor digital engagement trends, platform performance, and audience analytics to refine creative strategies and improve campaign effectiveness.
- Track and report a monthly social media dashboard and annual summary to the executive director, marketing manager and board of directors.
- Research and implement emerging social media, content creation, and digital marketing trends to strengthen the organization's online presence and visitor engagement.
- Collaborate with Chamber staff, community organizations, tourism partners, media outlets, and member businesses to develop coordinated promotional campaigns and branded storytelling initiatives.

Photography & Videography

- Capture high-quality photos and videos of events, staff activities, attractions, and community happenings using mobile devices, cameras, and other multimedia equipment.
- Edit and produce short-form and long-form video projects, including promotional videos, social media reels, interviews, advertisements, and event recaps.
- Maintain and organize a digital library of branded photography, video, graphics, and multimedia assets for ongoing marketing use.

Digital Communications & Email Marketing

- Create and distribute email communications using Mailchimp, including:
 - Membership e-newsletters
 - Visitor emails
 - Press releases and announcements
 - Event communications
- Draft written content for a variety of marketing and communication needs.
- Prepare weekly radio reports and scripts and coordinate recordings with media partners.

Website Management

- Serve as the primary staff member responsible for updating and maintaining Deadwood.com.
- Update visitor information, membership listings, event details, and website content.
- Manage and approve event submissions several times per week.
- Upload and maintain photos and multimedia content on the website.
- Ensure website content remains current, accurate, and visually engaging.

Visitor & Member Communications

- All employees answer and direct incoming phone calls in a professional, courteous, and timely manner.
- All employees provide professional and timely customer service to visitors, members, and community partners through phone, email, website inquiries, and in-person interactions.
- All employees respond to visitor inquiries and direct questions to appropriate staff members as needed.
- All employees assist with Welcome Center front desk customer service November-April
- Assist with visitor guide distribution requests and tourism information services.

Event Marketing & Promotional Support

- Design and distribute promotional materials for Chamber events and initiatives, including posters, digital graphics, videos, and other collateral.
- Coordinate distribution of event posters and promotional materials throughout the community.
- Update and distribute open container signage and posters for applicable events.
- Support event-specific marketing campaigns, contests, and promotions.
- Attend and work Chamber events, festivals, and special projects as assigned.
- Capture event photography and videography for marketing and promotional use.
- Assist with event setup, registration, signage, promotions, and other event operations as needed.
- Represent the Chamber professionally and provide visitor information and customer service during events.

Special Projects

- Coordinate marketing initiatives such as the Burger Battle program, including:
 - Recruiting and organizing participating locations
 - Scheduling and promoting activities
 - Producing weekly promotional videos
 - Updating website content
 - Coordinating social media promotion with partner organizations
 - Preparing final campaign reports and metrics
- Assist with a wide variety of additional marketing, communications, and tourism promotion projects as assigned.
- Serve on community and industry boards and committees including MSI Events Committee

Required Qualifications

- Associate's or bachelor's degree in marketing, communications, public relations, graphic design, or a related field, or equivalent professional experience.
- Demonstrated graphic design experience with working knowledge of Adobe Creative Suite, including programs such as Photoshop, Illustrator and InDesign.
- Strong writing, editing, and proofreading skills with excellent grammar and attention to detail.
- Experience creating content on major social media platforms, either professionally or through personal accounts.
- Ability to manage multiple projects simultaneously while meeting deadlines.
- Strong organizational, time management, and prioritization skills.
- Works under general supervision and is expected to execute assigned projects and content strategies independently and collaboratively in a fast-paced environment.
- Proficiency with Microsoft Office and common business software applications.
- Knowledge of Deadwood and the Black Hills region and enthusiasm for promoting the destination.

Preferred Qualifications

- The ideal candidate has prior experience in a comparable role or internship involving social media management, content creation, design or marketing communications.
- Basic HTML knowledge and website content management experience.
- Experience with WordPress or other content management systems.
- Experience with photography, videography, and video editing software.
- Experience with email marketing platforms such as Mailchimp.

Physical Requirements and Work Environment

- Must be able to work a flexible schedule, including evenings, weekends, and holidays, based on event and organizational needs.

- Must be able to attend and actively work indoor and outdoor events in various weather conditions.
- Must be able to work a flexible schedule, including evenings, weekends, and holidays, based on event and organizational needs.
- Must be able to stand, walk, and actively work indoor and outdoor events for extended periods in varying weather conditions and occasionally lift and carry promotional materials weighing up to 40 pounds.
- This is an in-person position based at 501 Main Street in Deadwood, SD. Regular on-site attendance is required for office duties, visitor services, and event support. Remote or hybrid work arrangements are not available.
- Must be at least 21 years of age.
- Must possess a valid driver's license and maintain an acceptable driving record.
- No major traffic infractions, license suspensions, or operating restrictions that would prevent the employee from performing job-related travel duties.
- Must be insurable under the organization's automobile insurance policy.