



# Marketing & Events Manager

**Location:** Stateline, NV  
**Salary Range:** \$70,000 – \$73,000  
**Job Type:** Full-time, In-Person  
**Supplemental Pay:** Opportunity for an annual performance bonus

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## About the Role

Work where people vacation. Visit Lake Tahoe is seeking a dynamic **Marketing & Events Manager** to grow destination awareness and deliver unforgettable events that inspire awe. This role combines strategic marketing with hands-on event management, offering the opportunity to shape the visitor experience in South Lake Tahoe, as well as the experience for event organizers and the community.

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## Key Responsibilities

### Marketing & Campaigns

- Collaborate, implement, and evaluate strategies to promote Lake Tahoe as a premier destination.
- Collaborate with Visit Lake Tahoe's integrated marketing agency and vendors to create compelling campaigns and materials.
- Manage digital marketing, including social media, content creation, and leisure-facing microsites.
- Oversee video and photo shoots with agencies and internal teams, including asset selection and management within the digital asset library.
- Analyze performance data and monitor tourism industry trends to inform strategy.
- Build agendas and lead monthly Marketing Services Committee meetings.

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## **Stakeholder Engagement**

- Work closely with stakeholders, local businesses, and government partners to ensure cohesive branding and messaging.
- Coordinate with community partners to support marketing activations and integrated campaigns.

## **Event Management**

- Plan, evaluate, and occasionally assist with events ranging from community gatherings to large-scale public events, including the American Century Championship, Lights on the Lake, and Tahoe Blue Event Center programs.
- Apply for and manage event permits across multiple jurisdictions.
- Liaise with promoters, sponsors, vendors, and volunteers to ensure smooth execution.
- Manage the event funding process: receive applications, run Special Events Subcommittee meetings, present to committees/board for approval, and coordinate payments.
- Ensure compliance with safety regulations through close collaboration with local authorities.
- Evaluate event success with data and feedback to inform future initiatives.



## Qualifications

### Required

- Bachelor's degree in Marketing, Event Management, Business Administration, or related field.
- Experience in tourism, hospitality, or destination marketing with event management responsibilities.
- Strong organizational, project management, and multi-tasking skills.
- Excellent communication and interpersonal abilities.
- Proficiency in digital marketing, including SEO, PPC, and social media planning and content.
- Ability to work evenings and weekends as needed.
- Analytical skills with experience using data to drive decisions.

### Preferred

- Familiarity with the South Lake Tahoe region.
- Proficiency with tools such as Google Analytics, Meta Business Suite, and event management software.
- Creative problem-solver who thrives in fast-paced, high-visibility environments.

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## Compensation & Benefits

- Salary: \$70,000 – \$73,000
- Annual performance bonus eligibility
- Medical, vision, and dental coverage

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- Life insurance
- Paid vacation and sick leave
- 13 paid holidays per year
- 401(k) with employer match
- Opportunities for professional development and industry conference participation
- The unique benefit of working in one of the most awe-inspiring destinations in the world

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## How to Apply

Submit your **resume and cover letter** to [jobs@visitlaketahoe.com](mailto:jobs@visitlaketahoe.com). Applications without a cover letter will not be considered.

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## Why Join Visit Lake Tahoe?

At Visit Lake Tahoe, you'll be at the intersection of marketing, community engagement, and events - shaping how millions experience South Lake Tahoe each year. From supporting world-class tournaments to telling the story of an awe-inspiring destination, you'll play a vital role in strengthening both community pride and visitor experience.

Visit Lake Tahoe (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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