

Feather River Tourism Association

P.O. Box 1807
Chester, CA 96020

www.featherrivertourism.com



Marketing/Administrative Coordinator Job Announcement

Feather River Tourism Association is seeking qualified applicants who are interested in working in the following fields or similar areas:

Administration	Marketing	Communication
Website maintenance	Strategic Planning	Financial oversight

Feather River Tourism Association

The Feather River Tourism Association, a 501c6 corporation, manages the Feather River Tourism Marketing District (FRTMD) that began operation January 1, 2021. The Marketing/Administrative Coordinator position will begin at 30 hours/week with the duties and responsibilities outlined in the job description evolving toward full time employment as elements of the FRTMD Strategic Plan are executed more fully in year 2. The 3-year Strategic Plan, FRTMD Management Plan, and related information about the district can be found at www.FeatherRiverTourism.com.

Year 1: 30/hrs week at \$40,000 (vacation and sick leave)

Year 2: Growth potential dependent upon interest and skills.

Important dates: Deadline to apply: Open until filled.

Work location: Presently virtual location but could accommodate a temporary office if necessary.

How to Apply

Request a detailed job description from karenkleven@gmail.com.

Please send your resume and a cover letter expressing your interest in the position to: Karen Kleven at karenkleven@gmail.com. Questions can be addressed to Karen Kleven at 530 394-0269.

Job Description: Summary of Position: At the discretion and assistance with the Feather River Tourism Association Board of Directors, the Marketing/Administrative Coordinator manages operations and marketing activities for Feather River Tourism Association (FRTA) including assistance with budgeting, communication, marketing and general administration. All programs of Feather River Tourism Association are designed to position the area as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and

return visitor trips. This position requires a commitment to working with the Board of Directors to establish and achieve short and long-term goals.

It took six years by FRTA volunteers to have the tourism district approved and lodging provider assessments began on January 1, 2021. This position is FRTA's first paid staff position and will be critical to the success of FRTA and tourism promotion in Plumas County.

Desired qualities: Applicants should be familiar with Plumas County and interested in playing an important part in creating a more thriving local economy. This position will require a person who can work independently, is not afraid to ask questions, and can work effectively in a start-up environment.

Feather River Tourism Association is an equal opportunity employer.

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