



RMI  
1720 Carey Avenue  
Suite 600  
Cheyenne, WY 82001  
[RMIMarketing.com](http://RMIMarketing.com)

## Digital Marketing & PR Specialist

### About RMI

RMI is a destination marketing company based in Cheyenne, Wyoming, offering a multitude of services to businesses throughout the travel industry. Our mission is to increase incremental visitation, spending and market share to fuel the economies of our stakeholders. Through our work, we will significantly contribute to job creation, tax revenues and increased quality of life in the communities we live.

### Job Summary

The Digital Marketing & PR Specialist is responsible for overseeing the creative strategy and execution of our media & PR, digital and social efforts for the company and client base, along with developing written copy across a multitude of platforms. This includes development of communications strategies, management of media coordination and outreach, social media program administration, and copywriting across social media, websites, itineraries, email and advertising campaigns, print and digital publications, sales kits, client pitches and other marketing materials.

You will update existing materials, generate new content, manage and execute social media campaigns, identify new ways to reach customers, improve client pitches and be involved in the creative development process. This is a specialist role that will support the team leads for our clients and work directly with them to create and manage the content needed for each client.

A successful Digital Marketing & PR Specialist at RMI should be ready to work on a small team, coordinating multiple and diverse projects from inception to execution, as well as a deep knowledge of soliciting ideas, information and material from a wide spectrum of people (e.g., global marketing team, clients, partners, overseas offices and senior management). You should be a creative writer that is extremely well-organized, detail-oriented and an exceptional communicator both verbally and in writing. Equally as critical to success is staying informed of existing and ongoing developments and services to create communication materials and strategies to reach client and company targeted audiences.

The ideal candidate aligns with RMI's [core values](#), is creative, self-driven and can generate measurable results. This role may be a fit if you are a digital marketing expert looking to join a growing company alongside a small team of driven professionals.

### Major Responsibilities

- Leads social media programs, including development of social strategy, goal setting, creating ad copy, running promotions, setting social media content calendars, managing budgets, and pulling reports
- Manages social media pages and platforms, including posting and monitoring daily engagement on Facebook, Instagram, and other platforms, and responding to community conversation on social networks
- Writes compelling and engaging copy for use across multiple platforms including social media, websites, and print copy
- Analyzes social media data and identify insights and opportunities
- Creates new assets for client posts, source photography and concept new ways to connect with clients and consumers
- Develops strategies for media outreach, external communications and marketing materials
- Coordinates media outreach and press trips for clients
- Collaborates with Marketing, PR, and Communications teammates to support program and client initiatives
- Supports marketing team in updating annual strategic marketing plans and reporting
- Manages and facilitates other creative writing needs as assigned
- Assists with organizing marketing materials, idea generation, pitches, and proofing
- Assists with communication and execution of marketing programs

## Skills Required

- Excellent written and verbal communication
- Comprehensive knowledge of social media strategy and execution
- Ability to create content featuring consistent and engaging brand messaging across all digital and print platforms
- Exceptional organizational and prioritization skills with particular attention to detail
- Ability to generate and present creative ideas
- Self-motivated, driven and able to build strong relationships at all levels of the organization and within the tourism industry
- Strong leadership and ability to work closely with marketing teams and strategic partners
- Ability to multitask and work in a fast-paced environment
- Self-starter, able to problem-solve and follow ideas through with completion
- Able to work in a team across multiple projects and timelines
- Proficient in various office and presentation software
- Ability to stay calm in pressure situations
- Ability to manage multiple diverse projects

## Education & Experience

- Business, communications, journalism or marketing-related degree or equivalent professional experience
- 1-2 years of digital marketing or business-related work experience
- Familiar with Meta Business Suite (Facebook, Instagram) and Microsoft Office Suite (Excel, Outlook, Teams, etc.)
- Relevant tourism industry experience and knowledge a plus
- Experience with Constant Contact, Meltwater, Adobe Suite, a plus

## Compensation & Benefits

- Salary commensurate with experience
- Medical and dental insurance
- 401(k) with employer match and opportunity for company profit share
- Paid vacation and personal leave time
- Small office environment in downtown Cheyenne
- Career growth opportunities
- Remote working available after 90 days

## Location

Ability to reliably commute or plan to relocate to [Cheyenne, WY 82001](#) before starting work is preferred. Potential consideration for a fully remote position only for highly qualified candidates.

## How to Apply

Qualified candidates should forward [cover letter](#), [resume](#) and [portfolio](#) via email to RMI at the following:

RMI

ATTN: Mathias Jung, CEO

e. [mjung@RMIMarketing.com](mailto:mjung@RMIMarketing.com)

p. 307.637.4977

Qualified applicants may be asked to complete a sample project relevant to the position.