



**COLORADO SKI COUNTRY USA  
Communications / Public Policy Manager  
Job Description**

**Position Title:** Communications / Public Policy Manager

**Job Announcement Date:** July 2010

**Position Summary**

This position supports both the communications and public policy department of Colorado Ski Country USA. In supporting communications, the manager is responsible for working with the director of communications, CSCUSA staff, CSCUSA communications committee, media and other business community members to obtain positive media coverage for the association, its members, and the state's ski and snowboard industry.

In supporting public policy, the manager will work directly with the president/CEO of CSCUSA, other lobbyists, legislators and industry executives to ensure CSCUSA has a strong presence at the state capitol and is kept front of mind of legislators regarding issues and policies impacting the Colorado ski industry and CSCUSA member resorts.

**Primary Responsibilities**

The foundation for this position is based on the development and implementation of both a communications plan and public policy plan, and includes but is not limited to the following initiatives:

- Assist in development and implementation of public relations goals and strategies in concert with other CSCUSA departments
- Develop tools used to pitch media including drafting press releases, story pitches, newsletters and other correspondences
- Establish and build relationships with local, regional and national media
- Serve as a source of information about CSCUSA, member resorts, the ski industry and Colorado tourism, and by effectively working with media, communications committee, operations committee, staff and industry partners
- Coordinate media events, both locally and nationally, including media market visits and hosting media
- Assist in development and implementation of CSCUSA'S public policy goals and strategies, with an emphasis on the Colorado General Assembly and state regulatory agencies
- Develop and maintain relationships with Colorado legislators. As a registered lobbyist, effectively communicate CSCUSA positions on issues and positively represent the ski industry and member resorts
- Liaise with CSCUSA member resorts regarding public policy issues and items of importance

- Represent CSCUSA by attending key meetings and events concerning public policy issues of interest to CSCUSA
- Screen all bills introduced at the Colorado General Assembly, monitor all bills of interest and prepare regular status reports

### **Job Requirements**

- Bachelor's degree in journalism, communications, marketing, public affairs or related field
- Two to three years experience in public relations, marketing, journalism, communications and/or public policy/government affairs
- Advanced writing skills, interpersonal skills, oral communications skills
- Knowledge of Colorado legislative process
- Knowledge of ski/snowboard industry and travel/tourism industry preferred
- Ability to ski or snowboard at an intermediate to advanced level

**Salary Range:** \$42,000 to \$48,000 DOE and salary history.

**Resumes will be accepted via email only until August 15, 2010. Interested parties should email their resume and cover letter to Colorado Ski Country USA.**

Email: [employment@coloradoski.com](mailto:employment@coloradoski.com)

CSCUSA will consider all qualified applicants on the basis of their resume. Submission of a resume will not necessarily result in an interview. CSCUSA will not respond to telephone inquiries about the status of individual applicants. Candidates selected by CSCUSA for an interview will be contacted via email.