

## Creative Marketing Specialist

### Why RMI?

Rocky Mountain International specializes in tourism marketing and business development for the American West. Our mission is to increase incremental visitation, spending and market share of the region 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. RMI headquarters are in Cheyenne, Wyoming with overseas operations in London, Munich, Denmark, Amsterdam, Paris, Milan and Sydney.

### Creative Marketing Specialist Role

The Creative Marketing Specialist uses graphic design and layout techniques to enhance the effectiveness of our marketing content. You will use your creativity and design skills not just to make our marketing materials more attractive, but to improve user experience, create brand consistency, and get specific results. As Creative Marketing Specialist, you will develop, create, execute and analyze print, tradeshow, social media, and digital creative assets for use across all platforms. From concept through execution, this candidate will improve our outward facing brand to bring it to life and keep it consistent across all our various touchpoints.

The Creative Marketing Specialist will act as lead on other assigned marketing projects and will partner with the global marketing team to accomplish project goals on time and within budget. A successful candidate has a unique blend of ambition, creativity and organizational skills. Applicant must be well-versed in Adobe Suite software with knowledge of industry design and branding techniques. You must be able to manage multiple diverse projects and details from inception to execution and communicate effectively with multiple stakeholders.

### Major Responsibilities

- Create and design artwork, layout, and all visual and graphic components for marketing materials, promotional campaigns, official reports, presentations, tradeshow banners and collateral
- Collaborate with Global Marketing, PR and Communications teammates to support program initiatives
- Oversee and maintain consistency of brand usage and company and client representation in all internal and external communication and marketing materials
- Scope and create report templates for our marketing team to communicate complex data more efficiently
- Write or coordinate compelling copy and marketing materials for use across multiple platforms including social media, web sites, and print copy
- Coordinate printing and production of creative assets
- Organize and maintain all media assets, including regional image bank, promotional videos, and logos
- Assist with communication and execution of marketing programs
- Assist with organizing marketing materials and proofing
- Manage and facilitate other design needs as assigned
- Domestic travel may be required

### Skills Required

- Comprehensive knowledge of Adobe Creative Suite or similar technologies
- Creative and outside-the-box thinking
- Exceptional organizational and prioritization skills with particular attention to detail
- Ability to multitask and work in a fast-paced environment
- Able to work in a team across multiple projects and timelines
- Problem analysis and solving
- Proficient in various office and presentation software
- Ability to stay calm in pressure situations
- Knowledge of WordPress a plus

### Education & Experience

- Design or marketing-related degree or equivalent professional experience (we require work samples to apply for this position)
- 1-2 years of design, marketing or business work experience; tourism industry a plus

### Compensation & Benefits

- Salary commensurate with experience
- Medical and dental insurance
- 401(k) with employer match
- Paid vacation and personal leave time
- Small office environment
- Remote working available after 6 mos.\*  
\*Must live in the Cheyenne area or be willing to commute or relocate

### How to Apply

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

Rocky Mountain International  
ATTN: Mathias Jung, CEO  
e. [mjung@RMIMarketing.com](mailto:mjung@RMIMarketing.com)  
p. 307.637.4977