

# MARKETING COORDINATOR

*Digital & Content Operations | Part-Time*

SCHEDULE	LOCATIONS	REPORTS TO	COMPENSATION
Part-Time 20–25 hrs/week	Antonito, CO Chama, NM	Sales & Marketing Manager	\$20–\$30/hour DOE

## THE OPPORTUNITY

The Cumbres & Toltec Scenic Railroad isn't just a railroad—it's a **National Historic Landmark** and one of America's most treasured heritage experiences. Jointly owned by Colorado and New Mexico, C&TS takes passengers on a breathtaking 64-mile journey through the San Juan Mountains aboard authentic steam-powered trains dating to the 1880s.

We're looking for a **Marketing Coordinator** to help bring this story to life across every digital channel. This junior-level role puts you at the center of our marketing engine—executing campaigns, creating content, and helping drive ticket sales for an experience that guests describe as unforgettable. You'll work alongside the Sales & Marketing Manager and coordinate with external PR, advertising, and design partners to keep marketing operations running at full steam.

*If you want hands-on experience across the full marketing spectrum—digital, content, social, email, events—in a setting unlike any other, this is your chance.*

## WHAT YOU'LL DO

### Digital Marketing Execution

- Own website updates, landing page builds, and content uploads in coordination with our hosting partner
- Manage the email marketing calendar—build campaigns, maintain segmented lists, and ensure timely sends
- Assist with campaign setup, asset uploads, and ad trafficking tasks
- Run routine website QA to keep promotions, events, and booking links running smoothly
- Maintain marketing calendars, campaign checklists, and operational workflows

### Content & Social Media

- Write, schedule, and publish social media content across Facebook, Instagram, and TikTok
- Curate and organize photo/video libraries and user-generated content for marketing use
- Help develop content that captures the magic of the C&TS experience—from mountain passes to steam engines

### Campaign & Partner Coordination

- Coordinate marketing assets and deliverables with agency partners, designers, and internal teams
- Track deadlines and ensure campaigns launch on schedule and on brand
- Maintain the brand asset library and organized file systems

### On-Site & Seasonal Marketing Support

- Capture photo and video content at our Antonito and Chama depots—real trains, real mountains, real stories
- Support events, influencer visits, special excursions, and peak-season marketing activations
- Gather guest testimonials, behind-the-scenes footage, and passenger stories that fuel our marketing
- Update tourism listings, business profiles, and directory entries

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## WHAT YOU BRING

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### Required

- 1–3 years of marketing experience, internship experience, or a relevant degree
- Working knowledge of social media platforms (Facebook, Instagram, TikTok)
- Experience with a CMS (WordPress or similar) for website content management
- Strong organizational skills, attention to detail, and ability to manage multiple deadlines
- Solid written communication skills—you can write a compelling caption and a clear email
- Comfortable collaborating across internal teams and external vendors

### Preferred (But We'll Teach the Right Person)

- Basic video editing skills (short-form / mobile editing)
- Graphic design experience (Canva, Adobe Creative Cloud, or similar)
- Experience with email marketing platforms (preferably Constant Contact)
- Exposure to Meta Ads Manager or Google Ads at a support level
- Photography or content capture skills
- Interest in tourism, outdoor recreation, heritage attractions, or events

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## WHY C&TS

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### A Story Worth Telling

Market one of America's most iconic heritage experiences—a National Historic Landmark with 140+ years of history.

### Real Experience, Fast

Build hands-on skills across digital marketing, content creation, email, social media, and campaign operations.

### Your Office? The Mountains.

Capture content alongside 1880s steam trains winding through the San Juan Mountains at 10,015 feet.

### Room to Grow

Flexible part-time schedule with the opportunity to expand into broader digital marketing responsibilities.

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*The Cumbres & Toltec Scenic Railroad is an equal opportunity employer.*

*In accordance with the Colorado Equal Pay for Equal Work Act, the pay range for this position is \$20–\$30 per hour, depending on experience.*

**Ready to help tell one of America's greatest railroad stories?**

**[Apply today.](#)**