

GATLINBURG
SKYLIFT PARK

**Marketing Manager
Job Description**

REPORTS TO: General Manager
DATE: October 2020

STATUS: FTYR

The Marketing Manager is responsible for the collaborative development of marketing plans with SkyLift Park and Boyne Resorts teams, and the execution of these plans to achieve business objectives. This position provides leadership across the areas of marketing, communications, promotions, events, and partnerships.

RESPONSIBILITIES

- Work with Boyne Resorts leadership on strategic marketing planning and campaign development.
- Serve as a brand manager internally and externally, assisting departments and teams in appropriately presenting the brand to guests and the general public.
- Create and execute social media strategy, including identification of platforms, planning and creation of content, audience engagement, and measurement.
- Manage content and communications on SkyLift Park website.
- Content development, writing and execution of email marketing.
- Work collaboratively with Boyne Resorts team and outside agencies on PR and media relations efforts, serving as the on-site lead for media visits and spokesperson for the SkyLift Park. Support Boyne Resorts team with crisis planning and communication as needed.
- Assist with product development and pricing, including identification of new partnership opportunities and programs.
- Monitor local competitors for marketing initiatives, products, investments, events, etc., and share information with SkyLift Park and Boyne Resorts teams as needed.
- Serve as a SkyLift Park representative for local and regional marketing organizations, and manage community relations efforts cooperatively with the General Manager to maintain a positive public image for self and business.
- Work collaboratively with SkyLift Park and Boyne Resorts teams as well as outside agencies to identify, plan and manage events and promotions to drive visitation and create guest experiences.
- Oversee on-site merchandising and communications to ensure all channels are effective and on-brand and revenue opportunities are maximized.
- Direct local and regional collateral and cross-promotional programs, including any on-site efforts.
- Collaborate with SkyLift Park managers on operational decisions related to guest experience and business results.
- Monitor online survey channels, responding to guests as needed and sharing feedback and results with SkyLift Park team.
- Assist in creating photo and video plans and managing on-site shoots.
- Manage guest survey program and share results with SkyLift team.

QUALIFICATIONS

- Excellent organizational skills and attention to detail. Able to handle a high number of projects simultaneously and meet deadlines with a high degree of accuracy.

- Ability to clearly and effectively communicate through any channel externally to guests and internally to team members.
- Use of independent judgment, initiative, and problem-solving skills.
- Flexibility, with the ability to act quickly and effectively on arising opportunities.
- Positive attitude and ability to relate effectively to guests and general public.
- Experience and comfort level in public speaking and media interviews.

EDUCATION & EXPERIENCE

- Four-year college or university degree and minimum of four years related experience and/or training in marketing; or equivalent combination of education and experience.
- Proficient computer skills in Microsoft Office application.
- High level of experience with social media platforms and messaging.
- Photography and photo editing experience required. Graphic design and/or video experience helpful.
- Experience in attraction and/or hospitality fields a plus.