**Job Title: Marketing Director**

**Location: Homewood Mountain Resort, West Shore Café & Inn, Homewood High & Dry Marina**

**Department: Marketing**

**Reports to: General Manager**

**Employment Status/Type: Full-Time Year Round**

**Compensation:** DOE

**Job Summary**

Marketing Director will oversee Homewood Mountain Resort, West Shore Café, and Homewood High & Dry marketing needs as well as manage the marketing team to promote, shape, and champion the Homewood Mountain Resort brand and culture. This position works directly with the General Manager, the team of directors, and ownership to develop, communicate, and implement company goals and initiatives.

**Duties and Responsibilities**

Include the following but not limited to:

* Promotes and exemplifies the Homewood culture of exceptional guest service, team work, innovation, and fun! Works well independently and with others. Enjoys “pitching in” whenever and wherever assistance is needed. Conducts and shows a high level of professionalism. Values our safety culture, our community, and maintaining a healthy, sustainable environment. Ensures that guests and employees have a fun, safe, and memorable experience. Asks questions, shares concerns, or gives ideas on innovation and efficiencies that improve both the guests’ and employees’ experience.
* Partners with the leadership team on creating, developing and implementing entire marketing program from brand development, budgeting, events to execution for all properties.
* Works closely with General Manager and the Director of Finance and Business Services to identify a clear business plan to drive incremental growth in skier visits and revenue.
* Drives overall business by developing, evaluating and recommending product and marketing programs that are based on consumer, customer and competitive trends, and consistent with volume and profit targets.
* Develops and maintains brand and style guides which detail the proper use of all brand trademarks and logos. Ensures consistency in visuals and copy across all media. Provide direction in achieving compliance and uniformity.
* Creates and drives a multi-channel marketing strategy, including SEM, SEO and other online & offline channels, to grow activity and business to all the properties.
* Ensures execution of social media strategy is consistent with the marketing plan and brand guidelines.
* Develops and executes cost effective/efficient strategy associated with media buys for digital and traditional media.
* Manages and performs all public relations and crisis communication in partnership with the General Manager and ownership.
* Plans and executes large and small events to drive business and revenue to the properties.
* Acts as the customer advocate within the organization. Conducts consumer research as needed to build consumer knowledge and inform decision making.
* Participates on all weekly calls with ownership group and sister properties.
* Provides supervision and guidance to marketing team in accordance with HMR policies and State/Federal employment laws.
* Maintains marketing teams’ work schedules including assignments, job rotation, training, vacations and paid time off, cover for absenteeism, and overtime scheduling.
* Provides professional developmental and regular feedback to team to ensure growth.
* Communicates regularly and effectively with employees, managers, directors, General Manager, and other designated contacts within the organization.
* Promotes a positive attitude within the organization; maintain and enhance a team-oriented culture with all departments and demonstrate a collaborative attitude.
* Appropriately responds to guest and employee complaints in a professional and timely manner.
* Act as HMR representative within the local community and at industry specific functions as necessary.
* Assist subordinates and other departments in performing duties whenever necessary.

**Skills and Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties:

* Ability to work in a fast-paced environment while maintaining a high level of leadership, accuracy, and courtesy.
* Functional expertise across all areas of marketing.
* Strong leader and interpersonal skills.
* Solid analytical skills. Able to define actionable solutions from complex data.
* Demonstrated knowledge of basic economic, budgeting, and accounting principles and practices.
* Excellent computer skills in a Microsoft Windows environment. Must include Excel, Word, and Outlook.
* Highly organized; detail-oriented. Ability to manage multiple projects simultaneously.
* Solid public presenter with a desire to train and mentor.
* Excellent written and spoken communication skills.
* Ability to adapt quickly to changing priorities.
* Advanced skiing or snowboarding ability desired.
* Must be able to work holidays and weekends
* **Language Skills:**
	+ Literate and fluent in English.
	+ Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence.
	+ Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
	+ Additional language(s) desirable.
* **Mathematical Skills:** \*include/add all that apply
	+ Ability to add and subtract two-digit numbers and to multiply and divide with 10’s and 100’s.
	+ Ability to apply concepts of basic algebra, geometry, and trigonometry.
	+ Ability to calculate figures and amounts such as fractions, percentages, ratios, proportions, area, circumference, and volume to practical situations.
* **Reasoning Ability:** \*include/add all that apply
	+ Ability to apply common sense understanding to carry out instructions furnished in oral, mathematical, or diagram form.
	+ Ability to deal with problems involving several concrete variables in standardized situations
	+ Ability to define problems, collect data, establish facts, and draw valid conclusions.
* **Education and/or Experience:** \*include/add all that apply
	+ Highschool Diploma or GED required
	+ Bachelor’s Degree in Marketing or associated field, or minimum 5 years’ experience in comparable position required.
	+ Graduate Degree preferred.
	+ Experience in overseeing strategy/execution of a variety of marketing tools including advertising, consumer promotion, and consumer research.
	+ Prior ski resort experience desirable.
* **Certificates, Licenses, and Registration:**
* Class C driver’s license or more.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. \*include/add all that apply

* Regularly required to stand, sit, and walk, ski, snowboard; talk and hear; taste and smell; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.
* Ability to lift/move 30 lbs. or more and occasionally lift and/or move up to 50 lbs.

**Equipment Used** \*include/add all that apply

* Telephones, PC, database
* Skis, Snowboards, Snowmobiles
* Handheld radio
* Snow removal equipment

**Working Conditions**\*include/add all that apply

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Harsh outside weather conditions.
* Occasionally exposed to wet and/or humid conditions; high precarious places; fumes or airborne particles; toxic or caustic chemicals; extreme cold; extreme heat; risk of electrical shock; explosives; and vibration.
* Noise level in the work environment is usually loud.
* Frequently exposed to moving mechanical parts.