

Jackson Hole Mountain Resort

JOB DESCRIPTION

POSITION TITLE: Profit Center Marketing Coordinator

REPORTS TO: Senior Digital Manager

DATE: 5/7/14

DEPARTMENT: Marketing

CLASSIFICATION: FT/Year Round

Grade: 11

FLSA STATUS: NonExempt (Hourly)

GENERAL PURPOSE

As a member of the marketing team, the Profit Center Marketing Coordinator participates in the planning and execution of customer development and marketing initiatives for the official JHMR Profit Center Departments (and Brands) associated with these, including but not limited to Retail, Mountain Sports School, Dining and EStore, as well as the Summer products and activities for the Jackson Hole Mountain Resort. The Coordinator is responsible for organizing and managing resort collateral content, communication between internal departments and general marketing strategy and implementation.

This role is the primary liaison between Profit Center Directors and Managers and the creative/digital teams and is responsible for advertising buying for local and regional advertising and collateral content for marketing materials. This role will be responsible for creating and managing the timeline for local/regional advertising buy as well as scheduling creative development and communicating timeline and goals to agency to ad placement. This role will ensure cross sell and up sell marketing initiatives within the resort are accurate, timely and targeted, including chair lift maps, RI screen content and window clings etc.

This role will be responsible for all web contents, online sale initiatives and email ROI goals set for each Profit Center. This role is not primarily responsible for design or development of the website but will contribute an important user-orientated perspective to the process.

ESSENTIAL FUNCTIONS

- Work with Brand Director and/or Senior Digital manager to develop comprehensive marketing strategies for all profit centers.
- Work with Brand Director and VP of Product, Sales & Services to develop a profit center marketing budget and maximize the effectiveness of the strategies for business growth
- Work with creative manager to develop and manage advertising creative timeline
- Assist digital group to ensure all digital properties are accurate and adhere to brand guidelines.
- Evaluate and co-ordinate PSS and Resort collateral, content, quantities and liaise with Creative Services Manager.
- Develop and manage in-store retail events
- Coordinate local referral programs for lodges and Mountain sports school staff
- Coordinate and buy local and regional advertising for PSS
- Writing, editing and proofreading web content following best management practices for SEO. (requires working with content management software)
Writing, editing and proofreading content for print collateral.
- Create PSS Content and Design for Digital Marketing RI and Brand Connections Screens at the resort and with resort partners for summer and winter.

OTHER FUNCTIONS

- Represent company at ski & snowboard shows

- Assist Sales & Special Events in times of groups, events, etc.
- Assist Social and Communications Team with social media content creation

SUPERVISORY DUTIES

Number of Direct Reports: 0

Number of Total Reports: 0

JOB QUALIFICATIONS

KNOWLEDGE, SKILLS & ABILITY:

- Highly organized, pro-active and analytical
- Copywriting and grammar
- Working knowledge of Adobe Creative Suite, In Design, Photoshop and HTML preferred.
- Project management skills, strong communication and interpersonal skills
- Ability to work in a fast paced environment
- Enthusiasm for Jackson Hole Mountain Resort

EDUCATION OR FORMAL TRAINING:

Bachelors Degree in Marketing, Communications or Business

2 years of marketing experience preferred

WORKING ENVIRONMENT/PHYSICAL ACTIVITIES

Office environment.

Outside work required including on-mountain skiing or snowboarding

Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. -- Employees are held accountable for all duties of this job-

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