

# GLOBAL MARKETING COORDINATOR

**JOB SUMMARY:** Oversee the planning and execution of marketing projects, new customer acquisition, advertising, and special events across multiple business including the Mt. Shasta Ski Park, Jones Valley Resort, Silverthorn Resort, Sugarloaf Marina, the Mt. Shasta KOA, and Merlo Family Vineyards.

## **JOB DUTIES:**

- Coordinate efforts to attract new customers and develop new markets.
- Develop and implement customer retention strategies.
- Develop and coordinate advertising and outreach campaigns.
- Foster relationships with marketing partners.
- Assist local Marketing/Social Media Coordinators in the coordination, execution, and operational aspects of special events, assist in the development, research and design of new events and activities.
- Coordinate the planning and execution of offsite shows, photo shoots, premieres, and events.
- Assist with Social Media.
- Confer regularly with managers and personnel to coordinate activities/events, exchange information, and resolve issues.
- Provide superior service to our customers at all times.

## **QUALIFICATIONS:**

- Must be at least 18 years of age. Bachelor degree in Marketing, Communication, Business Administration or related field is required. Master Degree is preferred.
- Prior experience in marketing is Preferred.
- Knowledge of the recreation and wine industries is required.
- Advanced computer skills in Windows, Word, Excel and Word Press; Experience in electronic media and graphic design Preferred.
- Must possess or be able to obtain a valid California driver's license.
- Strong communication and interpersonal skills with the ability to work cooperatively and effectively with a diverse group within organizations.
- Strong organizational skills with the ability to troubleshoot and problem-solve while assisting with multiple projects, strategies, promotions, and events.
- Demonstrated excellence in guest services/public relations.
- Ability to write formal presentations and proposals.
- Possess the ability to work outdoors for extended periods of time in all weather conditions.

**WORK SCHEDULE:** This is a full time year round position. Schedules will include weekends, holidays and some evenings. May require occasional overnight travel.

**REPORTS TO:** This position reports to Senior Management of each business and to Ownership.

**BENEFITS:** Compensation is based on experience. Benefits include Mt. Shasta Ski Park family season pass, food and retail discounts, Medical, Dental, and Vision insurance, vacation and 401-(k) participation.

**TO APPLY:** Apply online at <https://www.skipark.com/contact-us/employment/> or Email a resume and cover letter to [hr@skipark.com](mailto:hr@skipark.com)