

MARKETING COORDINATOR

JOB SUMMARY: Oversee the planning and execution of marketing projects, new customer acquisition, advertising, and special events at the Mt. Shasta Ski Park.

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.
- Direct/assist staff 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