



Title: Marketing Director**Division:** Marketing and Advertising**Supervisor:** General Manager**FLSA Status:** Exempt**Salary:** BOE

Saddleback was purchased by Boston-based Arctaris Impact Fund in January of 2020, as an investment in the recovery of the region's largest employer. As a result, our mission goes beyond getting the resort back on its feet and includes helping solve many of the challenges in rural communities. In addition to re-establishing Saddleback as one of the most iconic ski areas in the country, we are also working to increase affordable housing, access to childcare, providing seasonal workers with year-round benefits and increasing access to health and wellness care for families across the region. Making all these initiatives viable requires Saddleback Mountain perform at a high level and serve as the economic engine for the region. We are looking for someone who wants to be a part helping us building that.

Job Summary

Saddleback's Marketing Director is responsible for leading the marketing for this iconic and re-emerging brand, driving revenue growth, and managing Saddleback's unique brand. This is a full-time, year-round position with benefits, reporting directly to the General Manager

Essential Duties and Responsibilities

- Development of annual marketing plan to include supporting each of the 7 business centers at the resort, communications plans, and promotional calendars.
- Creation of annual marketing/advertising budget and on-going monitoring of spend.
- Strategic planning including market definition, segmentation and creating profiles of interest around those segments, messages that will resonate and then advertising strategies to effectively communicate with each segment
- Development and execution of advertising plans including targeting, channel/media selection, and creative development
- Select and manage outside agency relationships for creative development, strategic work, media buying, or other areas as needed
- Skier-visit budget development and forecasting
- Contribute to planning of events and influence other areas of resort operations to positively affect the guest experience
- Being nimble in our ability to respond to market conditions with marketing and sales initiatives and promotional programs
- Develop and manage partner and sponsor relationships
- Being the "Keeper of the Saddleback brand" and any additional or associated brands. Monitor and protect the presentation of brand across all resort functions and operations

Organizational Management

- Be a part of the resort's senior management team and contribute insights and perspective on resort-wide operations and decisions
- Leading a marketing team including providing structure to the department, hiring, managing, and mentoring
- Work collaboratively with resort Executive Team on pricing decisions and revenue management across all products including lodging
- Support a culture that encourages and values the input from all layers of the department

Skills and Qualifications:

- Bachelor's Degree in Marketing, Advertising or related discipline
- 5 – 7+ years of experience leading marketing and managing a team in a resort or hospitality industry, with strong preference given to ski industry experience.
- Motivated by a fast-paced, collaborative, empowered environment
- Strong organizational and prioritization skills
- Proficiency with Google Analytics and web analysis tools
- Strong understanding of Microsoft Office Programs
- Excellent analytical, communication and presentation skills

Competitive salary includes a robust benefits package: Health insurance, 401k, time off, company perks and discounts including season passes.