**Job Title:**  
Director of Marketing & Public Relations  

**Department:**  
Marketing & PR  

**Reports To:**  
General Manager  

**Prepared Date:**  
May 2015  

**FLSA:**  
Exempt  

**Status:**  
Full Time Year Round  

**NOTE: This job description shall not be construed as a contract for employment.**

**SUMMARY**  
The Marketing and Public Relations Manager will help direct and lead a brand strategy that will positively affect all facets of resort operations. This position is part of the Senior Leadership Team, is involved with day to day decision making as well as the planning of current and future objectives for the Resort as a whole. This role will focus on creating improved marketing and communication initiatives that will help drive revenues, increase Snowbasin’s brand awareness, improve guest loyalty, and secure Snowbasin Resort’s position as a premium resort. This position is responsible for all Public Relations of the resort as well. The Marketing & PR Director will also be a primary liaison for interdepartmental collaboration across all departments of the Resort.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.  
1. Execute Snowbasin’s brand strategy and influence the consumer experience while driving revenue growth through channels such as season passes, ticketing, food and beverage, snowsports, rentals, events, and summer operations.  
2. Establish marketing goals to ensure share of market and profitability of products and services and is responsible for leading the development and execution of Snowbasin Resort’s content, published marketing material, and digital strategy across owned, earned, and managed platforms while also creating experiences, branding, and reputation management that promote Snowbasin Resort as the premier resort experience in the state and region.  
3. Develop and execute marketing plans and programs, both short & long term, to ensure profitable growth and expansion of company products and services.  
4. Evaluate market reactions to advertising programs and ensure timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.  
5. Leverage professional communication skills to effectively drive awareness and activations related to such efforts.  
6. Ability to work independently as well as with a group.  
7. Must have strong organizational skills.  
8. Must be able to prioritize and complete assignments, while maintaining service and/or product quality.  
9. Must be able to manage and develop a staff to enhance department effectiveness and manages resources to eliminate excess cost or unnecessary expenditures.  
10. Must insur all content, photography, promotions, packages and local links are current and relevant to Snowbasin.  
11. Must communicate with outside advertising agencies on ongoing campaigns.  
12. Coordinates photo & video shots as well as develop and promote unique events.

**RESPONSIBILITIES TO SAFETY:**  
1. Protect the safety of self, co-workers, and Snowbasin Resort guests at all times.  
2. Safety brand ambassador – cultural safety leader & coach through actions  
3. Promptly report any potentially harmful equipment or situations to the immediate supervisor and/or appropriate department(s).  
4. Report safety-related accidents and incidents at once to immediate supervisor and appropriate department(s), following documented procedures.  
5. Follow all company and department safety policies and procedures as outlined in the Resort’s Occupational Safety & Health Compliance Manual and department-specific procedures or manuals.  
6. Maintain appropriate weekly safety meetings  
7. Operate equipment in a safe manner that will not lead to injury of yourself or others.  
8. Drive in accordance with the law and Snowbasin Resort policies.

**QUALIFICATIONS**  
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**  
Must possess bachelor’s degree from a four-year college or university. 2-4 yrs of marketing experience; preferably in the ski industry. Must have advanced level of proficiency for all Microsoft Office applications, Adobe Photoshop, and all social media applications as well. Experience with Ascent CRM would be preferable. Must be able to work nights, weekends and holidays.

**CERTIFICATES, LICENSES, REGISTRATIONS**  
Must have current, valid driver's license.
PHYSICAL DEMANDS & WORK ENVIRONMENT

The physical demands and work environment 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.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl. The employee must be able to lift up to 100 lbs.

Must have intermediate or above skiing/boarding ability. Able to work outdoors, sometimes in inclement weather.