FLAGSTAFF EXTREME ADVENTURE COURSE

FORT TUTHILL COUNTY PARK

Job Title:	**Marketing and Sales Manager**
Position Type :	Full Time
Job Description	

Job Purpose:

Increase sales volumes by developing marketing opportunities and plans, including SEO, Social Media and co-marketing; implementing sales plans; implementing SEO, Social Media and Print and co-marketing plans. In addition, solicits and develops incremental sales with groups and organizations.

Duties:

- Achieves marketing and sales objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans for print, online, group and/or traditional marketing.
- Meets marketing and sales financial objectives by operating within budget; forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and promotion programs; developing and implementing field action plans.
- Implements marketing opportunities by identifying consumer requirements; forecasting projected business; establishing targeted market share.
- Improves marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product offerings; coordinating new product offerings. (e.g. Season Passes, Birthday Party Offering)
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Protects organization's value by keeping information confidential.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

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Skills:

Financial Planning and Strategy, Marketing Concepts, Positioning, Sales Planning, Competitive Analysis, Understanding the Customer, Product Development, Client Relationships, Search Engine Optimization, Facebook, Google+, yelp, etc experience, Public Speaking.

Qualifications:

- Must comfortable at heights, and understand basic usage of climbing equipment.
- Hold a current & valid Standard First Aid and CPR certification (minimum)
- Drug testing may be conducted, we are drug and smoke free employer.
- Be able to work in the USA
- Prior experience rock climbing, climbing gym, challenge course, zipline tour company or other relevant paid or personal skills
- Bachelor's degree in a related field plus two years of relevant experience <u>or</u> an equivalent combination of education and experience.
- Experience and enjoyment working with a diversity of children & adults (youth, adults, corporate).
- Seasoned skills and certification in other program activities is desired. (Corporate Teambuilding, Summer Camp Counselor, Sports Coach, etc)
- Fluency in a second language is a plus (Spanish, European Languages)

Responsibilities:

Assist, if needed, in proper maintenance, inventory, of all equipment required. Gear, harnesses, helmets, and other equipment

- Ensure that a high quality program is offered, and maintains the industry standards in all aspects.
- General upkeep of Course facilities & equipment
- Seasonal opening and closing of facilities
- Attend pre-season and in-service training of Staff in Techniques & Skills related to Course operations
- Attend pre-season and in-service training of Staff in emergency procedures

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Reports to: General Manager or designee

Contact:

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