

**Job Title:** Sales and Marketing Director  
**Location:** Whitewater Ski Resort  
**Department:** Management  
**Reports to:** GM Resort Experience  
**Employment Status/Type:** Year-Round Full Time  
**Compensation:** DOE

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### **JOB SYNOPSIS:**

Under the direction and supervision of the General Manager Resort Experience, the Sales and Marketing Director is responsible for year-round resort revenue and visitation growth.

Key areas of responsibility include media strategy and execution, resort communications, event management, group sales, wholesale channel distribution and growth, establishing and fostering regional and provincial tourism partnerships, maintaining strong community and industry relations.

### **IMMEDIATE REPORTS:**

To Be Determined

### **SUMMARY OF RESPONSIBILITIES:**

- Participate in strategic planning activities through analysis and explanation of growth, competition, market trends, and the current business environment
- Develop and execute a Sales and Marketing plan as agreed upon with the management team
- Promotion and management of the Whitewater brand ensuring consistency across various communication channels including online platforms, media partners, public relations, advertising, and campaign management
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system/product improvement to achieve company's goals
- Oversee and give leadership direction on the performance of the Sales and Marketing team, including events, social media, group and tour operator sales
- Analyzing and preparing annual budget plans, scheduling expenditures, and ensuring that the sales and marketing team meets their quotas and goals
- Strong, ongoing communications with and support of profit center managers and their Sales & Marketing goals
- Direct and lead sales for the resort including managing current accounts and partnerships to achieve the goals outlined in the sales and marketing plan
- Continue to maintain, improve, and develop partnerships within the community and within the ski, snowboard, and tourism industry

- Leverage technology, innovation, and creativity to achieve objectives and differentiate our brand within the ski and snowboard industry
- Manage all social media channels and content creation for the resort
- Oversee the resort website, including managing the sales channels associated with online sales
- Manage and oversee all design work within the company including online and print advertisements, trail maps, posters, menus, ticket products, and other event and advertising needs
- Using a sustainable approach in daily operations, planning, and development
- Act as an information resource for all Whitewater and Nelson products
- Manage department Key Performance Indicators (KPIs) to achieve organizational goals.
- Maintain current knowledge of legal standards pertaining to waivers, equipment, safety regulations, and occupational health and safety practices
- Promote Whitewater's safety culture by reviewing but not limited to: Department Manuals, CDPP, Employee Handbook.
- Embrace and promote Whitewater's mission statement and values
- Other duties as assigned

**REQUIRED QUALIFICATIONS / EDUCATION:**

- A Bachelor's degree in marketing, mathematics, business administration, or a related field
- A minimum of 5 years experience in marketing or sales, industry experience an asset
- Experience in management advantageous
- Proficient with all aspects of Microsoft Office, social media platforms, and digital marketing platforms
- Skiing or snowboarding at an advanced or above ability level an asset

**SKILLS & ABILITIES:**

- Strong analytical, organizational, and creative thinking skills
- Ability to work under pressure
- Knowledge of data analysis and report writing
- Exceptional communication, interpersonal, and customer service skills

DATE:

18 May 2022

MANAGEMENT:

