

Job Title: **MARKETING MANAGER**

Location: Cypress Mountain Resort
6000 Cypress Bowl Road, West Vancouver, BC V7V 3N9
604-926-5612 www.cypressmountain.com

Department: Sales & Marketing

Status: Full Time/Year Round (FTYR)

Reports To: Director of Sales & Marketing

Start Date: April 2024

If you thrive in a fast-paced work environment and enjoy the planning, development, production and execution of events, traditional marketing projects & social media, then this is the role for you!

Join the Cypress Mountain Sales & Marketing Team in the Marketing Manager role. The Marketing Manager is responsible for planning, coordinating, and executing all on-mountain events. Responsible for all key vendor relationships, demos and entertainment, and is a social media expert! Manages the Social Media Coordinator during the winter season & assume the responsibilities in the summer months.

DUTIES & RESPONSIBILITIES (include but not limited to the following):

- Lead event ideation and activations to enhance the guest experience
 - Find & book music and other entertainment for peak periods.
 - Required to be on-mountain to liaise with these vendors on the day of each event.
 - Ensure content (video & photo) is captured for use on social and the web.
 - Collaborate with the larger team on promotional needs for each event.
- Develop and manage key partnerships that support the Cypress Brand
 - Media partnerships.
 - PR partnerships.
 - Vendor partnerships.
 - Traditional Marketing & Advertising partnerships.
 - Groups, Clubs, Sponsors.
- Traditional Marketing
 - Experience with traditional marketing and advertising projects.
 - Experience working with or at an agency is a plus.
 - Responsible for ideation and execution of traditional marketing campaigns and collateral.
- Social Media
 - Manage the Social Media Coordinator in the winter season.
 - Lead/assume social media duties in the summer season.
 - Responsible for sharing social media trends.
 - Lead the social media strategy and content calendar development with the Social Media Coordinator.
- Embrace the company's core values:
 - K.R.P. – Kindness, Respect and Professionalism in every interaction.
 - L.E.A.D.- Long Term Thinking, Excellence in Execution, Attitude is Everything and Develop Great People.

QUALIFICATIONS/COMPETENCIES:

- 3-5 years of experience in event coordination, social media and traditional marketing is required.
- Experience working with performers, vendors, community groups, and partners.
- Excellent written and verbal communication skills.
- Strong understanding of traditional marketing channels & social media.
- Excellent time management and organizational skills.
- Ability to multi-task in a fast-paced environment.
- Proficient in Microsoft Office.
- Evening, weekend and holiday availability (role includes Saturday and Sunday work throughout peak operating months – winter & summer).

CERTIFICATES, LICENSES, REGISTRATIONS:

- Must be able to legally work in Canada.
- Valid driver's license.
- A reliable/insured vehicle with winter tires to get to/from work (shift start/end times are outside shuttle bus hours).

WAGE/BENEFITS:

- Salary: \$64,000
- Benefits package
- Annual Bonus Program
- Skiing/riding/cross country skiing/snowshoeing/snow tubing benefits
- Season pass(es) for immediate family (including spouse and minor children)
- Free Lessons & Discounts in F&B & Big Bear Sports
- FUN work atmosphere in unique environment!

TO APPLY:

Cypress Mountain is an equal opportunity employer and encourages candidates of all backgrounds to apply. If you are passionate about event coordination and thrive in a collaborative environment, we invite you to apply for this exciting opportunity www.cypressmountain.com/employment

The above description is a general overview of the responsibilities of the position but is not intended to be all-encompassing. Additional or alternative responsibilities may be assigned and discussed, depending on the dynamic needs of the department and Cypress Mountain Resort as a whole.