

Job: Marketing Manager

Reports to: President

Park City Lodging, Inc., recently awarded Best of State 2019 in vacation rentals, is seeking a qualified applicant to fill the position of Marketing Manager and join a team of dedicated professionals who love Park City as much as our guests and owners. Park City Lodging specializes in short term vacation rentals, property management, and HOA management; managing 140 properties throughout Park City. The Marketing Manager is responsible for creating, implementing, and maintaining all marketing across a broad range of channels. This includes creating advertising content, running marketing campaigns, and developing brand identity materials. Other responsibilities include analyzing marketing and sales data to produce business intelligence, developing relationships with OTA's and other channel partners to increase the distribution of Park City Lodging's inventory, and active participation in daily rate fluctuations through the contracted dynamic pricing software.

Qualifications:

- Bachelor's Degree in Marketing/ Hospitality/ Tourism or significant industry experience preferred
- Passion for creating memorable branding and guest/owner experiences
- Excellent communication skills and ability to supervise effectively
- Previous experience in scheduling/ coordinating marketing and advertising initiatives
- Quick problem-solving abilities, initiative, multi-tasking and organization in challenging situations are essential
- Knowledge of Microsoft office products and the ability to learn new software
- Experience with Adobe Photoshop and Indesign

Responsibilities (include, but are not limited to the following):

- Position Park City Lodging's brand in the marketplace, competing for customers across mobile, web, social media and print channels
- Create and execute long-term and short-term marketing plans to keep advertising and marketing efforts ahead of the competition
- Develop customer facing collateral to be used by sales and homeowner services
- Monitor PPC campaigns and report on SEO/ remarketing results
- Produce quarterly newsletter
- Develop and send segmented email marketing deliverables
- Carry the voice behind the brand, host FAM tours and produce media kits
- Review and analyze guest feedback, direct and coordinate action to be taken based on key takeaways
- Create website, blog, and social media content
- Produce press releases and be available for media contact
- Research, analyze, and monitor various market factors to capitalize on opportunities and minimize effects of competitive activity – closely follow trends and competitive environment

- Understand and apply the trends of general and anticipated customer culture
- Embody Park City Lodging's Mission of providing high quality lodging for guests, impeccable service to our homeowners, and the pace of mind needed to make lasting vacation memories
- Embody Park City Lodging's Vision: The pinnacle in hospitality
- Provide tools and initiatives to solicit new properties based on inventory needs
- Review prospective new owners and owner's property with Owner Services Manager and make recommendations of properties complimentary to our inventory
- Produce market rental projections to help capture prospective new owners
- Produce individual property descriptions in line with brand identity

Skills:

- Professional, positive, and engaged team player with strong interpersonal skills and enthusiasm for broader company goals
- Ability to prioritize and manage multiple functions
- Ensure deadlines and goals are met
- Develop and manage annual budgets while considering impact of decisions on financial health of company, consistently seek most cost-effective means to fulfill goals
- Persuasive, good influence skills, able to inspire and engage