



Director of Sales and Marketing

DEPARTMENT: Marketing

RATE OF PAY: TBD/BOE

JOB STATUS: Full-time

REPORTS TO: General Manager

SUMMARY:

The Director of Sales and Marketing will be responsible for leading the development and execution of strategic Sales and Marketing Plans and initiatives that maximize profitability in order to achieve budget, revenue and market share targets.

KEY DUTIES AND RESPONSIBILITIES:

- Development and implementation of annual sales and marketing plan
- Develop and implement annual sales and marketing budget
- Prepare reports pertaining to the operation of the Sales and Marketing Department to include, but not limited to the annual and monthly Forecast, Marketing Budget, Booking Report, and Sales Meetings.
- Maintain visibility within the community to ensure creative and uniform positioning of the park
- Provide oversight to ensure catering sales efforts are consistent and effective within scope of Park goals and objectives
- Oversee the management, training and career development of sales staff
- Create new programs and campaigns designed to improve revenues through sponsorship and promotional partners
- Hire, train, and develop a sales and marketing team, ensuring they are capable of meeting stated goals and objectives
- Improve revenues through aggressive sales and marketing techniques
- Develop creative marketing and PR program and pieces that will provide proper exposure and generate interest in the park in support of revenue generation goals.
- Development of new market segments and increase client base

SKILLS / QUALIFICATIONS / REQUIREMENTS:

- BA or BS in Marketing, Sales, Management or related field preferred.
- Minimum of 5 years of experience in group sales and marketing, within the theme park industry
- Experienced in the development and execution of promotional partnerships.
- Demonstrable history of achieving or exceeding professional goals
- Must have a proactive, goal-oriented, can-do attitude
- Must be able to work a flexible schedule, including evenings, weekends and holidays, when needed.
- Refined verbal and written communication skills
- Must have excellent communication, organization, and customer service skills
- Proficient computer skills (Word, Excel, PowerPoint, Outlook)
- Able to sit, stand, or walk for long periods of time.

HOW TO APPLY (NO PHONE CALLS PLEASE)

All interested candidates should submit a resume to:

Tony Sanders – HR Manager

tsanders@alabamaadventure.com

205-481-4758 Fax

Please type DIRECTOR OF SALES AND MARKETING in the reference line.

EOE / ALABAMA ADVENTURE IS A DRUG FREE WORKPLACE

While this position description is intended to be an accurate reflection of the duties and responsibilities of this position, Management reserves the right to add/remove duties and/or responsibilities when circumstances (i.e., emergencies, changes in workload, rush jobs or technological developments) dictate.

UPDATED 01/2011