



JOB TITLE: MARKETING MANAGER
REPORTS TO: DIRECTOR OF MARKETING
FLSA STATUS: EXEMPT
DEPARTMENT: SALES & MARKETING

JOB PURPOSE: To develop season pass, media and retail partnerships, sponsorship efforts, in-park events and other promotional programs

KEY DUTIES AND RESPONSIBILITIES:

- Review all operating policies and procedures on a continuous basis to insure safety, efficiency and guest satisfaction
- Assist in the evaluation of annual and incremental media buys
- Interpret and enforce all park and corporate policies as set forth by Darien Lake
- Develop and implement promotional partner programs at an in-park level
- Work with Digital Media Manager in conception and implementation of season pass program managing all mailing and print collateral
- Execute and distribute season pass reports
- Produce promotional and advertising collateral to support retail programs
- Track and distribute reports for retail program ticket sales
- Coordination and execution of special events and on-site media events
- Monitor fulfillment of sponsorship relationships
- Development of weekly detail sheets and conduct weekly detail meetings
- Provide support to all members of the marketing department as needed
- Train, develop and schedule seasonal promotions employees
- Other duties as assigned by the Director of Marketing

QUALIFICATIONS AND REQUIREMENTS:

- Minimum two years of Promotions, Sponsorship, or Marketing experience preferably in a theme park, entertainment or tourism related business
- A BA/BS degree in Marketing, Communications, Business Management or related discipline preferred
- Strong management and communication skills
- Proven ability to develop and maintain professional relationships with strategic business partners
- Strong strategic and creative thinking capabilities
- Excellent computer knowledge
- Excellent motivational, leadership and team building skills
- Ability to work a flexible schedule, including nights, weekends, holidays and a 6 day work week when required

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to sit and/stand/or walk for long periods of time throughout the day
- Must be able to work outdoors in the park at various times throughout the year
- Requires manual and bi-manual dexterity, fine and gross motor skills, eye/hand coordination, near vision, hearing and speech
- Requires occasional kneeling and bending
- Requires occasional walking, reaching above shoulder, pushing and pulling
- Requires occasional lifts and carries up to 50 pounds
- Requires occasional carries up to 100 pounds with the assistance of a two wheel hand truck
- Work environment: While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level is generally moderate to high.

Revised: 12/13/11

Interested candidates should submit a resume to: Barb Totten
Darien Lake Human Resources
PO Box 91
Darien Center, NY 14040
btotten@godarienlake.com

EQUAL OPPORTUNITY EMPLOYER
DARIEN LAKE THEME PARK IS A DRUG FREE WORKPLACE

Revised: 12/13/11