

Marketing Director Opportunity

See Rock City, Inc.

Who We Are

See Rock City, Inc. specializes in creating memories worth repeating, not only for our guests, but also for our partners across all of our teams and locations. In addition to the world-famous Rock City Gardens, See Rock City, Inc. owns and operates a number of locations, including Battles for Chattanooga Museum, Blowing Springs Farm, Clumpies Ice Cream CO., Grandview, RiverView Inn, and the Starbucks on Lookout Mountain. Additionally, we have concessionaire partnerships where we operate various guest services at The Incline Railway, the Charles H. Coolidge National Medal of Honor Heritage Center, and Creative Discovery Museum. With locations atop beautiful Lookout Mountain, in downtown Chattanooga, and the surrounding Chattanooga Valley, we have found unique ways to create memorable experiences that focus on our top priority - people!

What We Do

Everything we do as an organization comes down to fulfilling this mission of creating amazing memories for our guest and partners - a mission we accomplish through the philosophy expressed through our culture of excellence and our organizational values. Our ability to impact people's lives in so many dynamic and creative ways in-line with these foundational elements provides us incomparable opportunities and experiences. These might be through ensuring beautiful surroundings while taking in the view from Lover's Leap, serving custom-created, hand-crafted micro-batch ice cream, providing a mocha to enjoy in front of the fireplace, or exceeding the expectations for the once-in-a-lifetime dream wedding. We all are allowed the privilege to be a part of making this a reality for countless individuals and families every day!

The Marketing Director Opportunity

We currently have an opportunity for an experienced and passionate people-focused leader to join our team as the Marketing Director. As a key member of the Senior Leadership Team, the Marketing Director is responsible for marketing strategy development, budget management, and team leadership, executing these responsibilities for the brands and businesses across See Rock City, Inc. entities and locations. The Marketing Director leads in accordance with our culture, values and operational goals, ensuring excellence in the delivery of our message, development of our brands, and execution of the marketing plan overall. Further, the Marketing Director provides input and recommendations on new product development, as well as overall marketing strategy and direction.

The ideal candidate will be a proven leader with experience focused on team synergy and high performance in a related industry, including multi-site and/or multi-brand involvement. Additionally, s/he will bring to the table a proven track record in growing and managing advertising channels and campaigns, and possess a Bachelor's Degree in Marketing or closely related field. S/he will possess a strong knowledge of brand development principles, marketing campaign development and effective execution, and current best practices in managing print and digital marketing campaigns.

If this sounds like the opportunity for you in an environment that will allow you to thrive creatively and professionally, you can find out more about us by visiting www.seerockcity.com. Resumes and cover letters may be emailed directly to frank@seerockcity.com.

SEE ROCK CITY, INC.
JOB DESCRIPTION

Title: MARKETING DIRECTOR	Team: Marketing
Reports to: President & CEO	Status: Full-Time, Exempt

Summary

As a key member of the Senior Leadership Team, the Marketing Director is responsible for marketing strategy development, budget management, and team leadership for the brands and business across See Rock City, Inc. entities and locations. Under the direction of the CEO, the Marketing Director is responsible for performing the following duties:

Responsibilities

- Leads in accordance with Culture of Excellence and operational goals.
- Ensures delivery of excellent guest service in all aspects of guest service, both internally and externally.
- Models appropriate guest and partner interaction at all times, displaying the values of the Culture of Excellence and leading in a manner that serves as an organizational model for the values.
- Participates in annual strategic and operational planning for the organization.
- Develops and maintains a working knowledge of all aspects of the organization's business lines and brands to maximize marketing program effectiveness in design and implementation.
- Provides strategic input and recommendations on new product development.
- Plans, develops, and directs marketing efforts for all paid, owned and earned marketing channels. This includes advertising, production, promotion, public relations, media relations, media buying, distribution, social media, and R&D in support of the organization. Coordinates the same for shared promotions with Lookout Mountain Attractions and the member attractions.
- Spearheads strategy and support, in cooperation with other business partners, in relation to group sales initiatives.
- Develops and executes marketing budget and plans.
- Collaborates with advertising agencies to communicate strategy and focused messaging.
- Extends brand strategy from external marketing materials and online development to on-site opportunities.
- Participates in driving multi-attraction efforts, in coordination with Lookout Mountain Attractions partners, Chattanooga Tourism Co., and other agencies for See Rock City, Inc. and other area attractions.
- Maintains network and relationships with tourism industry and professional community to maximize cooperative marketing initiatives.
- Provides management of sponsorships, where needed, including review, valuation, and fulfillment.
- Performs regular Manager-on-Duty (MOD) shifts.
- Generates, maintains, and analyzes accurate and timely reports related to marketing initiatives, effectiveness, and opportunities. Manages analytic data tools to provide reporting on reach, ROI, and advertising equivalency.
- Serves as a Crisis Communication team member, as needed.
- Performs other duties as assigned by management.

Qualifications

- Bachelor's degree in Marketing or closely related field required.
- Minimum five years related experience required; experience in multi-site and/or multi-brand leadership preferred; experience in tourism/hospitality preferred.
- Possess an outgoing, friendly personality and the desire to provide quality service to internal and external customers.

- Ability to convey a conservative and professional image to partners and guests.
- Previous supervisory and leadership experience, with a focus on team synergy and high performance.
- Possess excellent computer skills with proficiency in Microsoft Office Suite as well as a range of marketing and design software.
- Proven record in growing and managing advertising channels and campaigns.
- Strong knowledge of brand development principles, marketing campaign development and effective execution, and current best practices in managing print and digital marketing campaigns.
- Knowledge of budgeting and forecasting.
- Excellent written and verbal communication skills.
- Superior attention to detail.
- Ability to effectively present information and respond to questions from a group of managers, guests, or the general public; read and analyze business correspondence; to develop and write reports.
- Ability to multi-task and manage time effectively.
- Must be able to work nights, weekends, & holidays as needed.
- Must be able to travel occasionally.
- Required to regularly use hands and fingers. Must be able to lift/move up to 25 pounds. Required to stoop, kneel, or crouch occasionally. Required to walk trail regularly.