

Job Description

Marketing & Communications Manager

Summary

Ski New Hampshire is a statewide, non-profit trade association that works to promote and support New Hampshire's vibrant ski industry through marketing and PR, advocacy and government relations work, and educational and networking opportunities for our ski area, associate, and industry members. We are a small association that oversees numerous projects and programs, and we care deeply about working together as a team in order to accomplish our goals.

The Marketing & Communications Manager is a vital member of our organization who manages all aspects of Ski New Hampshire's marketing and communications programs, which support the goals and objectives of Ski NH's Marketing Plan. This employee will generally handle communications with members, the media, and the public through a combination of newsletters (consumer & member), news releases and briefs, social media posts, as well as direct communication through email and phone. The employee will also oversee all other marketing efforts, including any advertising campaigns that Ski NH engages in, managing SkiNH.com by keeping the information up-to-date and by adding new content regularly, handling day-to-day program needs for the winter partnership program with the NH Dept. of Travel & Tourism Development, and managing product sales programs.

This position will be based at the Conway offices of Ski New Hampshire.

Essential Duties & Responsibilities

The Marketing & Communications Manager's responsibilities include, but are not limited to:

- Oversee **communications & media relations** efforts. Includes, but is not limited to:
 - Regularly updating Ski NH's social media outlets, ensuring that our members are regularly highlighted while mixing in posts related to Ski NH programs & partners. Maximize social media interaction with guests and prospects and use current social media tactics to grow our audiences and increase engagement with them.
 - Developing a schedule of press releases and pitches that share information about Ski NH and ski area programs, events, results, etc. and ensuring that they are released in a timely manner.
 - Reviewing/editing and/or writing press releases and pitches. This could include overseeing the work of a PR agency that Ski NH contracts with. Also includes working to collect information from resorts.
 - Monitoring the reach of outbound media (including social) using Ski NH's media monitoring platform (currently Meltwater) and reporting data to ski area members on a monthly basis.
 - Developing and pitching story ideas to members of the press and organizing media familiarization trips.
 - Working with other organizations (i.e., NH DTTD) to organize media trips & develop opportunities for press coverage.
 - Developing a crisis communications plan for specific topics that will be shared with Ski NH staff and ski area GM's and marketing/communications staff.

- Dealing with members of the media regarding opportunities to visit our ski area members (i.e., media pass programs, lift ticket or other activity requests, etc.).
 - Developing and managing the execution of other outbound media & communications-related programs including but not limited to Ski NH's consumer e-newsletters & powder alerts.
 - Manage plans for media receptions in locations such as Boston and New Hampshire, or elsewhere as determined with input from ski area members. This includes developing the list of media invitees, determining locations for and flow of events, and communicating with ski area staff and other partners (i.e., NH DTTD).
 - Managing the Ski NH blog by creating content calendars, working with resorts and media partners to write, edit, and upload blog posts that have high-quality imagery.
- **Oversee and manage all marketing programs and campaigns.** Includes, but is not limited to:
 - Ensuring that all efforts support Ski NH's marketing goals of promoting New Hampshire as the top destination for skiing/riding, as well as summer recreation at member ski areas, and of promoting the growth of the sports through learning initiatives.
 - SkiNH.com - overseeing and inputting updates and upgrades to our website, which is our #1 tool for promotion. Ensuring that any marketing programs help drive traffic to the website, and regularly reviewing analytics to spot trends and opportunities for growth and improvement. As a portal site, our ultimate aim is to drive traffic to our members' websites; therefore the site should be designed to both help guests learn about skiing and activities at our member ski areas while encouraging them to click on links to our members' sites.
 - Develop a social media plan that includes a general schedule for posting as well as opportunities to take advantage of advertising on various platforms.
 - Overseeing the design and production of any print piece that Ski NH's members agree on; as well as help develop a distribution plan and coordinate with distribution companies.
 - Managing any advertising programs that Ski NH develops (in-house or working with an agency) and ensure that ads are created and aired or run as scheduled. This includes overseeing development of creative such as video and/or display ads and ensuring approvals are received and shared in a timely manner where necessary.
 - Being primary point of contact to any agencies that Ski NH contracts with to do design work, ad buys, etc.
 - Working with NH DTTD on annual winter partnership program as well as on other joint programs that may include the Boston Ski & Snowboard Expo, media programs, other trade shows, etc. Goal is to maximize partnership and help guide the focus of joint programs.
 - Helping to write grant proposals for Joint Promotional Program (JPP) funds; research potential suppliers/agencies and request quotes or bids; ensure that any marketing programs supported by JPP funds are carried out as required by JPP.
 - Coordinating research efforts, including consumer surveys on programs like Learn to Ski & Snowboard Month, the 4th & 5th Grade Snowsports Passport program, and managing follow-up research on JPP grant programs.
 - Implementing sponsorship programs by ensuring that all Ski NH deliverables are met and that any benefits owed to Ski NH are provided by the sponsor.
 - Overseeing Ski NH product sales programs, including lift tickets, 4th & 5th Grade Snowsports Passports, and retail products. Maintain a working knowledge of how online systems work

and help establish and enforce policies for these programs, and be a point of contact for both customers and ski areas who have questions or issues pertaining to any products we sell.

- Organizing marketing committee and subcommittee meetings with ski area member resort staff and resort marketing chairman; work with committee staff to determine the proposed direction of different Ski NH marketing & media programs. Write and distribute minutes from marketing meetings.
- Assisting with the development and promotion of the Ski NH Annual Conference & Trade Show. Includes outreach to resort and associate members, to potential and confirmed speakers, design of event program, updates on event web page, etc.
- Assistance with organizing other meetings as needed, such as marketing committee meetings, board meetings, and others.

Qualifications & Experience

The ideal candidate will have the following qualifications and prior work experience:

- A B.A. in communications, marketing, or similar field, and/or 3-5 years or more equivalent experience working in communications and/or marketing in the ski industry or other tourism-related industry and/or working for a communications or marketing agency as an account manager. Ski industry experience preferred.
- Excellent communications skills, which includes interpersonal skills and ability to communicate effectively and professionally in writing, via email, and over the phone.
- Thorough knowledge of Microsoft Office programs, including Outlook, Word, Excel, and PowerPoint.
- Experience working with members of the press and media, including social media, to build relationships and grow positive media exposure.
- Experience writing and distributing press releases and other communications to the media. Experience writing articles and/or blogs a plus.
- Knowledge of and experience using social media platforms for business promotion and development, including Facebook, Twitter, and Instagram, and others deemed relevant for promoting Ski NH's messages. Demonstrated experience growing and tracking social reach and effectiveness.
- Knowledge of and ability to use and pull reports from analytic programs such as Google Analytics and media tracking programs like Meltwater or similar.
- Experience working with and managing one or more agencies and ensuring that their work is completed on schedule and in a satisfactory manner.
- Experience writing grants and managing grant process, overseeing work that is being paid for by the grantor and submitting any follow-up information requested by grantor.
- Experience working on website content management systems; editing and developing content for websites, and making recommendations for improving website flow and traffic based on analytics and SEO results.
- Experience working on marketing campaigns and other projects from ideation to completion, and working with various stakeholders throughout the process.
- Knowledge of graphic design programs such as Adobe Photoshop, Illustrator, online programs, etc. a plus.

- Ability to work within and maximize a marketing & communications budget.

Supervisory Responsibilities: None

Reports to: Executive Director

FLSA Status: Non-Exempt

Pay Status: Weekly salary

Salary Level: \$38,000-46,000 (Plus potential performance bonus – up to 5% of gross salary)

YR Status: Full-Time Year-Round

Benefit Status: May enroll in Ski NH Simple IRA after one year of employment and receive a matching contribution of up to 3% of employee's salary. Skiing privileges include a Ski NH All Access Season Pass for employee and dependents, plus up to 20 All Access lift ticket vouchers.