

**Director of Marketing
Marketing Department
Schlitterbahn New Braunfels**

Position Purpose:

Director of Marketing will be responsible for the planning and execution of a strategic marketing program designed to increase ticket sales and room occupancy for Schlitterbahn New Braunfels. Provides generalist leadership and support in all areas of marketing including promotions, advertising, communications and sales. Reports to Corporate Marketing Director and General Manager.

Essential Duties:

1. Design, implement, and facilitate annual marketing plans and budgets.
2. Assist Directors in determining strategic positions for the park and implement that position in collateral, advertisement and communications.
3. Coordinates the collection of sales and market research and data tracking. Analyses data and makes recommendations and implements changes in department operations as appropriate.
4. Develop performance and visual presentations for the management and ownership groups as needed.
5. Manages guest relations and community relations programs.
6. Responds to guest inquiries and complaints as appropriate.
7. Develops and manages marketing collateral library to include photo and video inventory and print materials etc.
8. Actively participates in local and major market industry related organizations and is an active promoter of Schlitterbahn in these markets.
9. Responsible for hiring, training, supervision and management of the New Braunfels marketing team.
10. Responsible for collecting and submitting all weekly paperwork on time for the department to Accounting
11. Perform any and all other tasks necessary for the growth of the company.

Education and/or Experience

- College degree required with a concentration in Marketing, Business, or Communications preferred.
- At least 5 years of related experience.

Computer Skills

- Must be proficient in Microsoft Office Suite including Word and Excel.
- CRM software experience a must. SugarCRM software experience a plus.

Other Qualifications

- Must maintain a professional flexibility in terms of responsibilities and work schedule.

- Must have a high level of interpersonal skills to handle sensitive and confidential situations.
- Position continually requires demonstrated poise, tact and diplomacy.
- Must be able to interact and communicate with individuals at all levels of the organization.
- Must be able to work in a fast-paced environment with demonstrated ability to juggle multiple competing tasks and demands. ,

Physical Requirements

- Must be able to sit and operate a computer keyboard/mouse and telephone for eight hours or more per day
- Must be able to work outside in various weather conditions
- Must be available to work weekends and holidays as needed

We offer competitive pay, benefits package including holiday pay, vacation, sick time, health insurance, and participation in the Waterpark Management, Inc. 401(k) plan after 1 year of employment.

Winter D. Prosapio
Corporate Director of Communications
and Government Relations
Schlitterbahn Waterparks and Resorts

p 830.608.8519
c 830.743.1520