



## **Marketing and Sales Manager**

### **Full job description**

#### **Resort Hospitality Sales and Marketing Manager**

The Turtle Island Waterpark, located in the breathtaking region of Belcourt, North Dakota, is seeking a Sales & Marketing Manager. This position will work closely with American Resort Management's executive consulting professionals to maximize revenue and profitability for this stunning resort.

The position is responsible for the success of sales-driven programs through the direction and daily monitoring and supervision of group sales, leisure sales, revenue management and overall marketing/e-Commerce efforts for the operation. Focus will be on executing strategic sales & marketing plan, along with ARM VP of Sales & Marketing, to maximize revenue and profitability for the resort.

This position can be remote with some requirements for property visits during specific time frames for larger site inspections, producing sales and marketing assets or one-on-one meetings with area partners.

Primary responsibilities include:

- Monitoring and responding quickly to all incoming leads for events or group bookings through all channels available and follow up appropriately.
- Working directly with property General Manager in providing accurate top line revenue for future forecasting.
- Working directly with ARM VP of Sales & Marketing, property General Manager and ownership for annual Sales & Marketing Plan and budget.
- Working with ARM VP of Sales & Marketing for the development (and third-party vendors when needed) for appropriate marketing materials including but not limited to facility rack card, pieces geared at key markets, and short- and long-term digital assets.
- Assisting property General Manager for an ongoing email capture and e-blast campaigns.
- Working with area attractions and tourism platforms for maximum visibility on websites, visitor centers.



- Ensuring the resort maximizes guest interest through regular posting on primary social media websites (Facebook, Instagram, TikTok, etc.)
- Ensuring strategic rate deployments year around with primary focus from September-May.
- Establishing relationships with OTA market managers for maximizing contribution and participation in sponsored listings, commission accelerators, etc.
- Maximizing all paid and unpaid partnerships to ensure the property receives all components of sponsorship.

Qualified candidates will have:

- 2+ years' experience in the lodging industry in sales, marketing, e-commerce and revenue management.
- Strong verbal and written communication skills.
- Computer literacy and ability to use required software programs.
- Ability to be on-site when necessary to perform overall sales objectives.
- Ability to travel as needed.

Job Type: Full-time

Pay: \$50,000.00 - \$60,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Schedule:

- Monday to Friday
- Weekends as needed

Work Location: In person