

## Aspen Skiing Company – Marketing Department

**Job Title:** Interactive Marketing Manager

**Reports To:** Vice President of Marketing

**POSITION DESCRIPTION:** Manages and implements marketing communications programs using Aspen Skiing Company websites, email, online advertising, mobile technology, emerging media and social networking to raise rates of customer acquisition, retention, and cross/up-selling to drive business to the four-mountain resort of Aspen/Snowmass.

### RESPONSIBILITIES

- Research and implement new technologies and emerging media (online and mobile) for enhanced customer communication, cross/up-selling, training and research.
- Manage and maintain aspects of general page content (copy and images) for Aspen Skiing Company website and intranet. Includes interfacing with internal departments and external community partners to obtain content updates.
- Manage ASC micro sites.
- Manages all aspects of technology, engagement strategies and analytics related to social media, working closely with public relations department on content and strategies.
- Coordinates aspects of online market analysis and website analytics.
- Responsible for aspects of web advertising including creative execution and managing timelines and deployment.
- Perform extensive, ongoing Quality Assurance of all ASC websites including estore.
- Will play an integral role in planning and development of new website [www.aspensnowmass.com](http://www.aspensnowmass.com) for 2011-2012 winter launch.
- Insures brand integrity and accurate branding and style guidelines are maintained and adhered to in all applications of the web including secondary sites, web advertising, web partnerships and social network.

### QUALIFICATIONS

- Strong knowledge and background in online marketing, email marketing, social media and emerging technologies including mobile applications.
- Highly proficient in Photoshop, HTML, web content management, Web Trends and Google Analytics.
- Proven project-management skills, including the ability to execute – both independently and in a team atmosphere.
- Highly motivated self-starter who is analytical, detail-oriented, and able to manage several projects simultaneously in a deadline-driven environment.
- Proven outstanding organizational skills.
- Ability to develop, implement and measure success of overall projects and plan, including evaluating and assessing results and making adjustments to achieve short- and long-term goals.
- Strong knowledge and use of spreadsheets for budgets and analysis.
- Outstanding written and verbal communication skills.
- Resort experience a plus.

**EDUCATION and/or EXPERIENCE:** 5+ years marketing experience and marketing or related degree.