



June 2009

Position Available: **Sales & Marketing Manager**

Colorado Ski Country USA (CSCUSA) is the not-for-profit trade association representing the Colorado ski industry and its 22 member resorts. CSCUSA's areas of focus include marketing, public policy and communications.

The Sales & Marketing Manager is a manager level position responsible for coordinating and executing marketing and sales of certain non-assessment revenue programs, developing and implementing partnership promotions and programs and managing general domestic marketing efforts as part of CSCUSA's overall marketing and sales strategy.

This position reports primarily to the CSCUSA Senior Marketing Manager and, for certain responsibilities, to the CSCUSA Communications Director.

Primary Responsibilities:

- Manage new membership sales for the Colorado Gold Pass program
- Collaborate on the development of, and lead the execution of CSCUSA corporate partnership programs and promotions.
- Manage marketing, sales and membership services of the Associate Membership program.
- Sell participation in the lodging locator section on ColoradoSki.com.
- Run the Colorado Gems marketing program
- Collaborate on all domestic marketing efforts including but not limited to consumer ski shows, print and online advertising and CSCUSA collateral.
- Edit and write copy for CSCUSA weekly newsletters and social media platforms.
- Develop strategy and sell sponsorships for the CSCUSA Annual Meeting.
- Develop and maintain positive business relationships with CSCUSA member resorts

Minimum Required Qualifications:

- Bachelor's Degree. Marketing or business preferred.
- 3-5 years prior full-time work experience in sales and marketing
- Strong presentation, computer and administrative skills.

- Prior sales experience.
- Ability to travel within Colorado and nationally
- Prior experience placing print, web and radio advertising.
- Excellent writing skills.
- Must be a highly motivated self-starter and enthusiastic team player.

Additional Beneficial Qualifications:

- Past ski resort work experience.
- Knowledge about the ski and travel industries, and in particular, the Colorado ski industry.
- Experience in interactive marketing and communications.
- Experience managing third party vendors.

Salary Range: \$38,000 to \$42,000 DOE

Additional Benefits:

- 2 Gold Medallions, which allow unlimited skiing & riding at 21 CSCUSA member resorts.
- Monthly subsidy of downtown parking or public transportation.
- Health and dental insurance. Employee contribution required.
- 401K retirement program.

How to Apply:

Interested persons who meet these minimum qualifications should forward their resume to:

Employment
Colorado Ski Country USA or employment@coloradoski.com
1507 Blake St
Denver, CO 80202

CSCUSA will consider all qualified applicants on the basis of their resumes. Subsequently, CSCUSA will identify a set of finalists, and will schedule interviews with these applicants. Submission of a resume will not necessarily result in an interview.

CSCUSA will not respond to telephone inquiries as to the status of individual applications.

Application deadline: July 15, 2009