



JOB DESCRIPTION

Position Title: PR/Communications Manager
Reports To: Vice President Sales & Marketing
Updated: June 2009
Department: 215- Public Relations

General Purpose:

To Develop, execute and manage Durango Mountain Resort's public relations programs. Act as official spokesperson to media for the resort and serve as the primary contact for all dealings with the press (TV, radio, newspaper, electronic publishing, etc.). Manage all elements of snow reporting including phone report, web report, and information provided to the regional/national media. Handle key elements of DMR marketing effort including the web-site and interactive applications. Job requires involvement in managing data base for direct marketing efforts.

Essential Duties/ Responsibilities:

Generate year-round interest in Durango Mountain Resort through the placement of articles, news items, television stories, press releases and snow reports.

Plan, coordinate and execute media FAMiliarization trips, including special needs such as snowmobile transportation, foot-passenger uplift, closed-area access, access to special events, etc.

Develop and execute the resort's snow reporting system.

Develop and deliver all press releases in a timely manner.

Seek out and identify opportunities for media exposure.

Contribute to development of copy for resort collateral pieces and advertising as directed.

Design, coordinate, produce and distribute the resort's press/media kits.

Provide comprehensive in-resort communication to front line staff and key staff.

Build and manage an in-resort marketing campaign to keep our guests updated on events and activities at DMR.

Assist in the development and daily updating of the Internet home page.

Assist TV, radio, film or other media crews visiting Durango Mountain Resort.

Maintain and expand the resort's media contact base.

Entertain visiting journalists and VIPs both on the mountain and off the mountain, during regular business hours and off-business hours.

Attend out-of-town and out-of-state press trade shows and media receptions.

Respond to journalist questions and interviews in a manner that is in the company's best interests.

Assist or coordinate TV and radio production projects, including satellite broadcasts (radio) and video uplinks

Other Duties:

Monitor and oversee media relations budget.

Other duties as assigned.

Job Qualifications:

Knowledge, Skills & Abilities: Solid working knowledge of modern journalism; computers; Internet use and website development; travel, airline and ski industry; business management and marketing practices and procedures. Ski industry experience strongly recommended. Excellent organizational skills required. Strong written and oral communication skills a must, interpersonal skills and sales skills required. Position requires excellent oral presentation skills, speaking confidently and clearly, for snow reports, media interviews, including in front of the camera. Must be able to ski or snowboard intermediate trails comfortably and in control. Need to be a self-starter and also able to work in a team environment. Time management skills are paramount to success in this position.

Knowledge of social media outlets such as Facebook and Twitter a bonus.

Alertness, precision, integrity, problem-solving, creativity, analytic ability, auditory, tactile and visual discrimination, reasoning, judgement, initiative, imagination, persuasiveness, patience, concentration, and memory are necessary abilities.

Education or Formal Training: College degree in related field preferred. 4 Year degree required.

Experience: Minimum of 3 years of working news experience or 3 years of professional public relations experience required. Ski Industry and marketing experience helpful.

Material and Equipment Directly Used: Computer, telephone, simple office equipment, basic TV and radio production equipment (camera, editing deck, sound board), skis/snowboard and ski lifts.

Working Environment/ Physical Activities:

80% of the workday is spent indoors in a normal office environment. 20% of the workday is spent outdoors in constant changing weather conditions, including snow, extreme cold, heat, wet, thunder and lightening. 60% of the workday is spent sitting, 20% walking/skiing/riding and 20% standing. Up to 10% of the work year is spent traveling.

Frequently lifting or carrying objects weighing up to 35 pounds. Constantly engaging in normal conversation, using near and far acuity, depth perception, color and field of vision. Occasionally stooping, kneeling, crouching and reaching.

Contact Info:

Please send cover letter and resume to:

Durango Mountain Resort
c/o Sven Brunso
VP Sales & Marketing
1 Skier Place
Durango, Colorado 81301

If sending electronically please send to:
sbrunso@durangomountain.com