



Manager Marketing

Dorney Park & Wildwater Kingdom has an immediate opening for the position of Manager Marketing in Allentown, PA. This full-time position will report to the Director, Sales & Marketing.

JOB SUMMARY:

Generates attendance and admission revenue for Dorney Park through the development, implementation and management of a strategic, tactically targeted and well-executed marketing and advertising programs, under limited supervision. Oversees the development of season pass, mass retailer program and promotions/special events attendance; oversees corporate sponsorships. Supervises subordinate staff. Performs related administrative, supervisory and professional work as required.

QUALIFICATIONS:

- Bachelor's Degree (4 year College or University) in Marketing, Business, Advertising, or related field
- 3 - 5 Years Related Experience in Marketing, Business, Advertising or related field
- Previous experience in entertainment industry preferred.
- Strong organizational abilities necessary to manage multiple accounts and other assigned projects.
- Excellent communication (verbal, written, listening) skills required.
- Ability to work independently with little day to day supervision, understanding mission and directives.
- Must be extremely confident and proficient in computer skills and basic computer programs
- Familiar with Microsoft Office, including Word, Excel, Access, Outlook and Photoshop.
- Ability to pass a mandatory (or random) drug test, per Company policy, unless prohibited by state or provincial law.
- Ability to pass a background check, if 18 years of age or older, which may include, but is not limited to, credit, criminal, DMV, previous employment, education and personal references, per Company policy, unless prohibited by federal, state, or provincial law.
- Ability to work nights, weekends and holiday periods to meet business needs.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Secures value-added promotional support through targeted campaigns with radio and TV paid partnerships.
- Directs internal and external design resources for local advertising and in-house production needs; provides creative direction and approvals; assists with copywriting when needed. Supervises all the print collateral and in-park signage creative development and production.
- Develops the park's business objectives, goals and marketing needs for key programs and campaigns that cross multiple consumer paid, earned and owned marketing channels as part of the corporate marketing communications process.
- Oversees all revenue and attendance for consumer-purchased ticket and pass products, including General Admission, Online Advance Sales, Mass Retailer, discount coupon programs, and season passes and packages.
- Responsible for maintaining and communicating annual pricing, promotional offers and operational calendars for Marketing Division
- Helps execute an effective advertising plan. Supervises the development of park advertising creative. Works with advertising agency to develop, execute and monitor media plans. Includes helping HR with their recruitment efforts, including creative and media targeted towards potential employees.
- Develop and implement strategic communications plan

- Stay abreast of current developments in social media, digital, and mobile platforms
- Participate with outside agencies in developing the Park's digital media campaign
- Develop Season Pass Perks Package which includes benefits that will lead to guest satisfaction and increased pass sales
- Complete daily and weekly Season Pass Sales Report
- Assist with strategy and development of annual Season Pass Sales Plan
- Responsible for all marketing and promotions efforts to increase Season Pass Sales
- Coordinate all media platforms to create a cohesive and engaging digital media campaign that compliments all other marketing campaigns
- Track and analyze data indicating use and effectiveness of responsible campaigns and adjust as necessary to meet full potential
- Develop marketing content on platforms of responsibility that leads to a strong brand connection to all marketing forms
- Pursue and create opportunities for sponsorship and/or partnerships which are mutually beneficial to the parties involved
- Create and follow a department budget that efficiently uses resources to meet and exceed department goals
- Hire, train and successfully manage seasonal promotions coordinator to allow for professional development while achieving department goals and program execution.
- Develop images to be used in digital promotions on website, mobile application, and social media platforms
- Develop and execute the Special Events Program through the operating season with innovative and creative events that will draw guest interest and attendance
- Work in conjunction with various departments to discuss and meet their e-commerce and digital media needs
- Develop promotional marketing materials to support specialized programs and offers
- Effectively communicate with guests looking to enhance their experience through VIP Tours or other extra charge experiences
- Work with Graphic Service department to create in-park promotional signage that creates a balanced message of available products for our guests
- Adhere to and enforce all Cedar Fair policies and procedures, including safety, attendance and EEO policies, and demonstrate a commitment to guest service in all aspects of employment.
- Other duties may be assigned.

**DORNEY PARK OFFERS A COMPETITIVE SALARY AND COMPREHENSIVE BENEFITS PACKAGE.
FOR IMMEDIATE CONSIDERATION, PLEASE SUBMIT YOUR RESUME WITH SALARY REQUIREMENTS
BY **JULY 23rd, 2017** TO CAREERS@DORNEYPARK.COM**

AN EQUAL OPPORTUNITY EMPLOYER



Company Description

Cedar Fair is a publicly traded partnership headquartered in Sandusky, Ohio, and one of the largest regional amusement-resort operators in the world. The Company owns and operates 11 amusement parks, six outdoor water parks, one indoor water park and five hotels. Its parks are located in Ohio, California, North Carolina, South Carolina, Virginia, Pennsylvania, Minnesota, Missouri, Michigan, and Toronto, Ontario. Cedar Fair also operates the Gilroy Gardens Family Theme Park in California under a management contract. Cedar Fair's flagship park, Cedar Point, has been consistently voted the "**Best Amusement Park in the World**" in a prestigious annual poll conducted by *Amusement Today* newspaper.