

SPECIAL EVENTS AND PROMOTIONS MANAGER

The Special Events & Promotions Manager creates and executes creative and income-producing promotions and develops new or enhances current non-education specific special events that add interest and increase revenue for the company.

Promotions

- Work with hospitality and non-traditional partners to develop cooperative ventures to encourage guest engagement
- Create special promotions for the sale of tickets, annual passes and other special deals and passes and promote them via internal and external promotions
- Develop and maintain professional partnerships with key staff of existing accommodation and corporate sales accounts
- Maintain current and establish new sales accounts, accommodation and corporate, in the region
- Develop and execute new general interest events and improve existing events so that they are media worthy, profitable and consistent with a State Park's image
- Assist with updating the Park's website, especially in regard to special events and promotions
- Promote community relations by serving as a committee and/or task force member, as needed.

Requirements/Skills/Abilities

- Minimum level of education B/A or B/S
- Area of concentration – Journalism, Communications, Marketing, Parks and Recreation or related field, preferred.
- Direct experience as an intern or full-time associate
- Ability to work nights and weekends
- Working knowledge of Microsoft office, Internet, email functions and social media
- Excellent written and verbal communications as well as critical thinking skills
- Willingness and availability to travel for work-related meetings
- Strong organizational skills/multi-tasking/planning management
- Team player
- Strong interpersonal skills in one-on-one and large group formats
- Ability to physically hike the trail system, carry materials and assist in the set-up of special events

Download an application [here](#). Completed applications and questions can be emailed to darlab@chimneyrockpark.com