



Job Title: Sales and Marketing Coordinator

Location: Homewood Mountain Resort | West Shore Café & Inn | Homewood High & Dry Marina

Department: Marketing

Reports to: Sales & Partnership Marketing Manager and Service & Revenue Operations Senior Manager

Employment Status/Type: 10-Month, Full-time

Job Summary

The Sales and Marketing Coordinator (SMC) will be responsible for increasing sales volume and revenue at Homewood Mountain Resort and support all resort guest service facing entities. This roll will work in different departments depending on the season but will report directly to and provide support for the Sales & Marketing Manager and Service & Revenue Operations Senior Manager. The SMC will be responsible for supporting the Sales & Partnership Marketing Managers with facilitating groups, bulk sales and snowcat tour scheduling and bookings. In the winter the SMC will also work with Homewood's Guest Services department to facilitate direct-to-lift products as well as the processing on site group requests sales follow through, closing, greeting groups, meeting needs and expectations. In addition, this position will be responsible for fulfilling the snow report functions five days a week including gathering content, posting on social media channels and connecting with community partners. In the summer the Resort Sales Coordinator will shift their focus to the guest services side of the resort and work with the Guest Services Team to process sales, take phone calls, follow up with guests and track leads.

Duties and Responsibilities

Include the following but not limited to:

The SMC must promote and exemplify the Homewood culture of exceptional guest service, team work, innovation, and fun! Works well independently and with others. Enjoys "pitching in" whenever and wherever assistance is needed. Conducts and shows a high level of professionalism. Values our safety culture, our community, and maintaining a healthy, sustainable environment. Ensures that guests and employees have a fun, safe, and memorable experience. Asks questions, shares concerns, or gives ideas on innovation and efficiencies that improve both the guests' and employees' experience.

• **Overview - Essential Job Responsibilities/Duties/Tasks**

- Execute the snow report 5 days a week in the winter including social media postings, content collection and community partner interaction
- Answer phones/emails, take messages, coordinate customer inquiries and issues
- Operate as the main snowcat booking contact and coordinate all group and individual bookings and tours
- Sell lift tickets and have in-depth knowledge of all products
- Provide weekly/monthly reports as requested
- Assist marketing team in day to day administrative duties, market research, and major department projects

• **Summer Season – Guest Services Support**

- Establish and maintain customer relationships for all three properties
- Flexibility to work at one of the three guest services stations including: Homewood Guest Services office, the lodge front desk at the West Shore Café and the Office at the Homewood High & Dry Marina
- Marina:
 - Process storage contracts, file and maintain current customer list and availability.
 - Boat cleaning contracts and scheduling.
 - Appropriately charge customer for services i.e. Launching, fueling, and or labor.-
 - General office management, maintain proper postings, marina upkeep, office supplies.
- West Shore Lodge
 - General office management, customer bookings, customer questions
- Homewood
 - Process end of season Bulk Tickets
 - Conduct Guest Service Office hours
 - General office management and customer service

• **Winter Season – Ski Group Sales / Guest Services Focus**

- Establish and maintain customer relationships to increase and retain overall group and snowcat sales
- Must be well versed in all products that are available including knowing our brand.
- Primary liaison between the groups and Homewood Mountain Resort profit centers.
- Meet and greet the groups upon arrival and be their point person throughout the visit.



- Coordinate communication between various departments to keep resort informed of arrivals of groups, snowcat tours and events.
- Ship and track bulk ticket sales orders
- Assist Guest Services with additional duties including answering calls and email requests for info and point of sale support during busy periods.
- **Miscellaneous:**
 - Assists other members of the Marketing team during busy periods and large team projects
 - Communicates effectively with direct supervisor on a regularly basis on new and on-going projects.

Skills and Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties:

- Have excellent communication, analytical, and interpersonal skills.
- Ability to work in a fast paced environment while maintaining a high level of accuracy and courtesy.
- Fantastic customer service ethic and high expectations for quality.
- Be proficient at Microsoft Office (Word, Excel) and Microsoft Outlook.
- Previous experience with RTP preferred
- Ability to quickly learn new software and adapt to software changes
- Able to work weekends, holidays, and early-morning hours when needed.
- Some experience with email marketing and wordpress preferred
- Capable of multiple tasking and prioritizing and allocates resources efficiently to meet deadlines. Highly organized and ability to adapt quickly to changing priorities. Ability to manage multiple projects and work assignments on a daily basis.
- Enjoys working in a team environment.
- Ability to accomplish projects with little supervision.
- A love of skiing and/or snowboarding and the people who make these mountains special a plus.
- Intermediate or advanced skiing or snowboarding ability preferred.
- 21 years of age or older.
- **Language Skills:**
 - Literate and fluent in English. Ability to read and comprehend simple instructions, short correspondence, and memos.
 - Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
 - Excellent communication skills, including writing, proofreading, and speaking ability.
- **Education and/or Experience:**
 - Bachelor's degree (A.A. or B.A.) in Marketing, Sales, Business Administration or related experience and/or training; or equivalent combination of education and experience.
 - Proficient using the latest versions of Microsoft Word, Outlook, Excel, and PowerPoint; and previous experience with RTP preferred
 - Prior employment in the ski, hospitality, recreation industry preferred
- **Mathematical Skills:**
 - Ability to add and subtract two digit numbers and to multiply and divide with 10's and 100's.
 - Ability to apply concepts of basic algebra, geometry, and trigonometry.
 - Ability to calculate figures and amounts such as fractions, percentages, ratios, proportions, area, circumference, and volume to practical situations.
- **Reasoning Ability:**
 - Ability to apply common sense understanding to carry out instructions furnished in oral, mathematical, or diagram form.
 - Ability to deal with problems involving several concrete variables in standardized situations
 - Ability to define problems, collect data, establish facts, and draw valid conclusions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Intermediate or advanced skiing or snowboarding ability required.
- Regularly required to stand, sit, and walk; talk and hear; taste and smell; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.



- Often required to use the computer. Specific vision abilities required by this job include close vision, distant vision, color and peripheral vision, depth perception, and ability to adjust focus.
- Ability to lift/move 10 lbs. or more and occasionally lift/move up to 25 lbs.

Equipment Used

- Telephones, PC, database, office supplies, and filing cabinets
- Event properties such as, tables, chairs, EZ up tents, power cords, flags, banners, handheld radio
- Handheld radio
- Cash registers
- Snow removal equipment

Certificates, Licenses, and Registration:

- Valid Class C Driver License with a driving record meeting the minimum standards required by Homewood’s insurance carrier.

Working Conditions

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Harsh outside weather conditions.
- Occasionally exposed to wet and/or humid conditions; high precarious places; fumes or airborne particles; toxic or caustic chemicals; extreme cold; extreme heat; risk of electrical shock; explosives; and vibration.
- Noise level in the work environment is usually loud.
- Frequently exposed to moving mechanical parts.
- Small work area environment.

Employment with Homewood Mountain Resort is “at will” for no definite period of time. The employee may terminate employment at any time without notice or cause, and so too can Homewood terminate employment relationship at any time without notice or cause.

Director/Manager

Print Name: _____

Signature: _____ Date: _____

Human Resources

Print Name: _____

Signature: _____ Date: _____