

# Mt Rainier Railroad & Logging Museum Job Posting



Are you looking to launch your marketing career and take it to the next level with an adventure/heritage tourism opportunity that will help people smile more, provide multi-generation families time to create memories that will last a lifetime, suggest ways for visitors and residents alike to experience Washington history, and truly enjoy their Mt Rainier area visit? Don't delay in finding out more about this position with [Mt Rainier Railroad & Logging Museum](#). This is an exceptional opportunity to grow your career with MRRR, an [American Heritage Railways](#) company.

After reviewing the job description below if this is a position that you would like to interview for please email your resume and a separate cover letter Word or PDF document specifically addressing why you could be our candidate of choice for this position along with salary requirement/expectation to [HR@MtRainierRailroad.com](mailto:HR@MtRainierRailroad.com). Posting will be open until filled. EOE.

## Job Description

**Division/Department:** Marketing

**Job Title:** Marketing / Special Events Manager

**Reports To:** MRRR General Manager & AHR Head of Marketing/Sales

**Type of position:** Exempt / Salaried **Employee Classification:** Regular

**Location:** Eatonville, WA

**Job Summary:** In conjunction with the AHR Head of Marketing/Sales plan, develop, implement and direct all aspects of the marketing strategies, programs, public relations activities both external and internal for MRRR, and special event program including licensed/branded events, holiday / music / food / beverage focused train events and related facility rentals for special events.

### **Essential Duties and Responsibilities:**

- With assistance from AHR develops and implements strategic marketing plans and forecasts to achieve corporate objectives for passenger ridership, passenger yield and revenue.
- Develops and manages marketing operating budget.
- Regularly reviews and analyzes local, statewide and national tourism and tourist railroad trends to benchmark company performance and implement marketing program adjustments as appropriate.
- Monitors competitor products and marketing activities.
- Recommends product changes, positioning, packaging, and pricing strategy to build and maintain long term ridership and revenue goals.
- Plans and oversees placement of all display advertising and promotion activities including print, online, electronic, social, outdoor, and direct media campaigns approving design, creative layout and text to maintain company brand standards.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Review, analyze and evaluate marketing performance against budget, goals and program to determine effectiveness
- Establishes and maintains relationships with community influencers and key strategic partners fostering a commitment to participating in growing the local tourism market. Represents the company in appropriate community, tourism and trade associations/organizations.
- Coordinates the preparation and delivery of regular marketing activity reporting to executive management.
- Establishes and maintains a consistent corporate image and brand throughout all product lines, advertising, promotional materials and events.

- Direct the accurate and timely communication of marketing information needed by other departments to insure effective customer service.
- Works as a part of an intra-company team to both lead and assist in the planning and implementation of the scheduled calendar of special events at MRRR.
- Develops and manages operating budgets for both the department and each event.
- Ensures compliance with all licensed/branded special event requirements.
- Creates company-wide task lists outlining each departments involvement in each event. Monitor each department's participation throughout, from planning to event completion.
- Develops, implements, modifies and evaluates all activity components of each event to meet company standards for customer expectation.
- Secures entertainment, equipment rentals, and all outside services needed for each event ensuring all necessary contracts, insurance and financial documents are completed, executed and retained.
- Develops the site plan for each event that depending on location may include access, tents or other temporary structures and signage.
- Oversees actual set-up and tear-down of each event.
- Develop and coordinate staffing plan for each event to include current railroad employees, temporary hires and volunteer staff.
- Coordinate all necessary planning and/or training meetings prior to events.
- Fields all event rental facility related inquires to determine suitability. Meet with prospective clients and as appropriate schedule, contract and execute facility rentals for private events.
- Grow special event ridership at MRRR through growing event capacities and new event creation.
- Compliance to the MRRR policy, procedures, safety and operating rules.
- Other duties as requested by MRRR / AHR management.

**Education, Skill and Work Experience Requirements:**

- Bachelors Degree in Marketing, Event Management, Tourism/Hospitality or related field preferred. Previous experience in special event planning and management may be considered in lieu of degree.
- Previous experience in marketing and/or special event management, tourism-related preferred.
- Confident, dynamic leader with a creative and entrepreneurial mindset that possesses the ability to work in a fast paced changing environment.
- Demonstrated ability to anticipate, recognize and solve practical problems and resolve issues.
- Ability to communicate effectively, possessing a well-spoken manner. Proofreading proficiency desired.
- Ability to manage multiple projects at a time.
- Experience in and commitment to working with shared leadership and in cross-functional teams.