

Mt Rainier Railroad & Logging Museum Job Posting



If you are looking for an opportunity to 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, or just 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 with MRRR, [American Heritage Railways](#) latest addition to their tourist railroad family.

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. Posting will be open until filled. EOE.

Job Description

Division/Department: Marketing/Sales

Job Title: MRRR Marketing/Sales Manager

Reports To: MRRR General Manager

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

Job Summary: To plan, develop, implement and direct all aspects of the marketing and sales strategies, programs, communications and public relations activities both external and internal for MRRR.

Essential Duties and Responsibilities:

- Develops and implements strategic marketing and sales plans and forecasts to achieve corporate objectives for passenger ridership, passenger yield and revenue.
- Develops and manages marketing/sales operating budget. Forecast and set goals for each sales channel.
- Regularly reviews and analyzes local, statewide and national tourism and tourist railroad trends to benchmark company performance and implement program adjustments as appropriate.
- Monitors competitor products and marketing/sales activities.
- Continually network with other American Heritage Railway marketing departments, explore joint marketing opportunities.
- 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 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/sales 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/sales information needed by other departments to insure effective customer service. Monitor customer feedback on social media forums, help make and implement changes based on customer feedback and needs of the business.

- Actively participate in event planning to ensure that customer experience matches marketing copy. Event attendance and participation as necessary to ensure thorough knowledge of the product.
- Fourth quarter events at Mt. Rainier Railroad play a vital role in vital success of organization, all team members are required to actively participate in event planning, setup and execution. Specific to marketing – monitoring social media, customer surveys, and overall quality assurance of the brand and events.
- Updates job knowledge by participating in educational opportunities, reading professional journals and relevant current media, maintaining personal networks and participating in professional organizations.
- Compliance to 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 or related field.
- Minimum of 5+ years experience in advertising and marketing with a minimum of 4 years of progressive managerial responsibilities.
- Confident, dynamic leader that possesses an entrepreneurial mindset with the ability to spot market share opportunities.
- History of successful tourism promotion.
- Practical experience in the collection, analysis and uses of customer analytic data.
- Experience negotiating advertising and promotional material placement.
- Demonstrated ability to anticipate, recognize and solve practical problems and resolve issues.
- Ability to communicate effectively orally and in written form. Proofreading proficiency desirable.
- Ability to manage multiple projects at a time.
- Experience in and commitment to working with shared leadership and in cross-functional teams.