

Steam Into History

Position Description

Position Title: Marketing Manager

Status: Full-time, Salaried, Exempt

Reports to: Chief Executive Officer

Summary: The Marketing Manager is responsible for positioning Steam Into History (SIH) as a local, national and international tourist destination and ancillary support organization to the economic development of York County. She/he will manage the relationship between marketing and sales such that both are optimized.

Responsibilities include branding the organization and creating a comprehensive marketing campaign to effectively emphasize SIH's value proposition. This is a salary plus incentive-based, managerial position.

Specific Responsibilities:

Marketing – 70%

- Attend important sales missions such as those with the American Bus Association, and other geographic association meetings to effectively create lead generation
- Select, develop, monitor and measure success through an effective CRM system
- Promote sales of group, charter and individual passenger tickets
- Align strategies of SIH with those of CVBs, especially the York and Gettysburg CVBs
- Develop creative, annual schedules of excursions
- Create and effectively market 1 -2 speakers' series per year for the community
- Work closely with the Coordinator of Fund Development to seek funding through sponsorships and other means for excursions throughout the year
- Develop compelling and creative materials to market excursions
- Aggressively cultivate media and community relationships including those with key journalists and editorial boards
- Select and manage contractual relationships for paid marketing channels and technologies (Facebook, Twitter, LinkedIn, and more)
- Staff the Marketing Committee of the Board of Directors
- Develop and maintain an active and accurate rider database
- Create, management and ensure accuracy of online ticketing system (DTS)
- Monitor marketing trends and flex scheduling accordingly
- Identify, recruit and contract with outstanding entertainers and speakers based upon creative programming
- Analyze marketing and sales data to develop insights and make recommendations for optimization
- Clearly communicate expectations in a timely manner concerning all excursions with train crew, entertainers and speakers to ensure smooth operations

General Administration – 30%

- Respond to phone, in person and digital inquiries in a timely manner
- Excellent public speaking and writing skills
- Formulate, monitor and revise annual schedule of excursions and events
- Develop, monitor and report on budget performance on at least a monthly basis

Required experience, skills and competencies:

- Extraordinary relationship-building, sales, writing, and public speaking skills
- Experience and skill in Microsoft Word, Power Point, Excel and Outlook
- Exceptional ability to manage several projects simultaneously
- Excellent attention to detail
- Supervisory experience preferred
- Ability to budget, plan and manage contract work by outside vendors
- Experience forecasting, developing, monitoring and flexing marketing budget based upon financial performance
- Weekend work and travel required

Educational Requirements:

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Hospitality Management, Tourism or similar discipline and at least five years of related experience in progressively responsible positions
- Master's degree in one of the fields above preferred

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