



### Job Summary

The Director of Sales and Marketing is responsible for supporting our mission through increasing awareness of Mount Sequoyah in general and for all programs, events, and spaces. This role will primarily promote event space and lodging facility usage for individuals and groups. Increasing occupancy rates of these spaces are essential to the financial sustainability of the organization as well as the vibrancy and spirit of the community place. This position crafts and implements strategies and tactics to deliver on organizational goals related to sales, marketing, participation, profit margins, and our brand's visibility while ensuring consistent messaging and brand standards that support the mission. The Director will ensure solid annual sales and marketing plans to meet and increase participation and sales using all marketing and communication vehicles available. This position is also responsible for planning, organizing, and budgeting for all sales and marketing functions of the organization and will work with the current Organizational Development Officer, CEO, and COO to implement a cohesive brand standard, messaging, and aesthetic for all programs and operations. The position requires working regular hours in the office; additionally, there will be times that flexible working hours, including evenings and weekends will also be required.

### Main Responsibilities

- Develop and implement a comprehensive strategy aligned with Mount Sequoyah's sales and marketing goals and objectives to increase the usage of lodging, meeting, and event spaces.
- Create and execute advertising campaigns to effectively reach the target audiences, build sales and attendance, and drive brand awareness. Use internal and external research to identify and develop targeted audiences for our spaces and programs.
- Maximize Mount Sequoyah's digital presence, including the website, social media platforms, and email campaigns. Develop and implement strategies to increase online engagement and expand digital reach through effective digital marketing initiatives, including social media management, content creation, email marketing, and search engine optimization.
- Work in partnership with internal teams (e.g., development, operations, programs, events, and others) to foster a collaborative and positive work environment.
- Maintain consistency in marketing and messaging for all promotional materials, advertisements, and general communication involving Mount Sequoyah.
- Build and maintain relationships with partners, influencers, the community, and relevant stakeholders to enhance Mount Sequoyah's visibility and credibility.
- Establish, track, and analyze key performance indicators (KPIs) to measure the success and impact of sales and marketing initiatives, using data-driven insights to make informed decisions.
- Manage the Google AdWords grant for Mount Sequoyah.
- Create and manage the sales and marketing budget, allocating resources effectively to achieve maximum impact.

- Serve as a leadership team member, helping to set strategy for the organization, meet organizational goals, and provide data and insights about sales, marketing, brand, audiences, and messaging to assist the team.
- Gain a deep understanding of the organization's existing and potential client base.
- Devise new ways to expand the client base through prospecting, marketing, and key relationships.
- Proactively contact organizations, associations, and companies that might require overnight rooms or meeting spaces for conferences, festivals, and events. Specifically, the University of Arkansas, Experience Fayetteville, corporations, event organizers, other non-profits, etc.
- Have in-person meetings with potential accounts to explain the organization's unique value and to negotiate future opportunities (conduct site visits for potential clients, host happy hour tours, etc.)
- Network with wedding and special event planners to increase reservations for these events.
- Negotiate, design, and implement special group rates for key accounts or discounted rates for low occupancy times.
- Create specific, measurable monthly and yearly goals for the number of new clients engaged, booking targets, increase in lodging and meeting space occupancy, success rate on closing with new groups, etc.

#### Additional Responsibilities

- Work with the programs team to design plans and marketing strategies to increase ticket sales to events and programs.
- Manage social media accounts and posts.
- Ensure accuracy, consistency, and ease of use for the Mount Sequoyah website.
- Track and analyze the return on investment for paid marketing sources.
- As the budget allows, this person may have a travel requirement, including networking or sales trips to the surrounding areas like Tulsa, Little Rock, Kansas City, Springfield, Dallas, Oklahoma City, etc.
- It is expected that some evening and weekend work will be required with this position. For example, representing Mount Sequoyah at community events, trade shows, expos, etc. It may require the staff member to work outside the hours of a traditional work week.
- Perform other duties as assigned.

#### Minimum Qualifications

##### Required Skills and Abilities

- Superior interpersonal, organizational, verbal, written, and presentation skills.
- Must have skills, knowledge, and experience in planning and executing sales, marketing, and communications activities & materials.
- Experience in successfully planning and executing marketing strategies, including ad buying and placement, social media, media relations and promotions, and highly desired publicity.
- Experience generating sales and participation and working closely with media outlets on promotional activities and partnerships highly desired.
- Requires attention to detail and accuracy.

- Ability to work independently and collaboratively with co-workers to accomplish daily and long-term objectives.
- Ability to multi-task and meet deadlines.
- Public event and/or nonprofit marketing focusing on earned revenue streams is a plus.
- Bilingual in English and Spanish preferred.

#### Education, Training, and Experience

- Bachelor's degree in marketing, Communication, Business Administration or related area preferred, or equivalent combination of education, training, and experience.
- A minimum of 3 years of verifiable work experience in marketing, sales, and communications, specifically in the hospitality or non-profit industries, preferred.
- Proficient in Microsoft Office and Adobe Creative Suite (Photoshop, InDesign, Lightroom) experience is required.
- Squarespace and WordPress capabilities.
- Photography/video production and editing skills preferred.

#### Physical Requirements

- Ability to remain stationary, occasionally standing or sitting for prolonged periods.
- Ability to lift 25 pounds occasionally.

#### **Timeline**

Applications are accepted through March 15, 2024; we are looking for someone available to start work in April 2024.

#### **Salary Range:**

\$40,000 - \$58,000

#### **Application Process**

To apply, please submit a resume, cover letter, and a marketing material portfolio (or other comparable examples of design work) to Emily Gentry at [emily.gentry@mountsequoyah.org](mailto:emily.gentry@mountsequoyah.org)