

Job Title: **DIGITAL MARKETING MANAGER**

Location: Cypress Mountain Resort
6000 Cypress Bowl Road, West Vancouver, BC V7V 3N9
604-926-5612 www.cypressmountain.com

Department: Sales & Marketing

Status: Full Time/Year Round (FTYR)

Reports To: Director of Sales & Marketing

Start Date: August 2024

The Cypress Mountain Sales & Marketing Department is seeking an experienced Digital Marketing Manager to join the team. The Digital Marketing Manager plans, executes and manages all digital marketing for Cypress Mountain including SEO, SEM, Email Marketing, Social Media and our website. If you are a developing leader, who has a passion for digital marketing and is results-driven, this key role is for you.

DUTIES & RESPONSIBILITIES (include but not limited to the following):

Email Marketing:

- Plan, create, and optimize email marketing campaigns through Salesforce.
- Utilize marketing automation tools for segmentation, targeting, and tracking.
- Monitor and analyze email campaign performance, implementing improvements as needed.

Social Media:

- Oversee the management of all social media platforms.
 - Includes Social Strategy, Content Plan Development and Content Creation.
- Develop engaging content and promotional campaigns.
- Monitor and analyze social media performance metrics.
- Manage Social Media Coordinator/Content Creator during winter season.

Website Development and Management:

- Manage and development of the Cypress Mountain website.
- Ensure website content is up-to-date, user-friendly, and aligned with brand standards.
- Implement SEO strategies for improved online visibility.

App Development and Management:

- Oversee the development and maintenance of mobile applications.
- Ensure the app aligns with marketing objectives and provides a positive user experience.

Campaign Management:

- Manage digital marketing campaigns from ideation through production and delivery.
- Ensure all content is on-brand, engaging, and optimized for various platforms.
- Embrace the company's core values:
 - K.R.P. – Kindness, Respect and Professionalism in every interaction
 - L.E.A.D.S.- Long Term Thinking, Excellence in Execution, Attitude is Everything, Develop Great People and Serve Others.

QUALIFICATIONS/COMPETENCIES:

- 5-8 Years of Relevant experience.
- Social Media Savvy with a passion for staying on top of trends.
- Strong sense of creativity, imagination and innovation.
- Excellent interpersonal skills, ability to collaborate with other departments.
- In-depth knowledge of various social platforms and best practices.
- Ability to analyze consumer metrics, reports and trends
- Strong Project Management skills.
- Understanding of web analytics.
- Web build and CMS experience required.
- Salesforce experience a plus.

CERTIFICATES, LICENSES, REGISTRATIONS:

- Must be able to legally work in Canada.
- Valid driver's license.
- A reliable/insured vehicle with winter tires to get to/from work (no shuttle bus in the off season).

WAGE/BENEFITS:

- Salary: \$75,000
- Annual Bonus Program
- Benefits package
- Skiing/riding/cross country skiing/snowshoeing/snow tubing benefits
- Season pass(es) for immediate family (including spouse and minor children)
- Free Lessons & Discounts in F&B & Big Bear Sports
- FUN work atmosphere in unique environment!

TO APPLY:

Cypress Mountain is an equal opportunity employer and encourages candidates of all backgrounds to apply. If you are passionate about digital marketing and thrive in a collaborative environment, we invite you to apply for this exciting opportunity www.cypressmountain.com/employment

The above description is a general overview of the responsibilities of the position but is not intended to be all-encompassing. Additional or alternative responsibilities may be assigned and discussed, depending on the dynamic needs of the department and Cypress Mountain Resort as a whole.