



Currently seeking applicants for the following position:

**Promotions Manager**

**Job Summary:** The position reports to the Director of Marketing. The manager is chiefly responsible for overseeing the development of media promotions in the core and outer markets, broadcast and print trade, retail promotions, Season Pass program and festival development.

**Job Duties:**

- Oversees all functions of promotions for the park. To include planning, budgeting, creative, forecasting and media/promotional executions.
- Oversees and manages e-mail marketing, social media and e-commerce efforts.
- Works with local TV and radio stations in core and outer markets to develop high impact promotions inside and outside of the park, including remotes, bonus weight, and media support of park special events, festivals, new initiatives and new capital.
- Responsible for leading all park-level marketing research and marketing data analysis projects. Position manages all aspects of the Attendance Tracking System, Guest Satisfaction Survey, and other key assigned marketing research activities. Recruit, train, monitor and evaluate all marketing research staff to ensure the delivery of the correct amount and quality of data is received for all assigned projects, most importantly our Attendance Tracking Study (ATS).
- Lead promotions team consisting of promotions supervisor, research lead and team members.
- Assists Director of Marketing and outside advertising agencies with the placement of media buys based on knowledge of local media markets.
- Assists in the development and execution of retail promotions annually in Northern California and select outer markets. Develops new channels of distribution and revenue-generating opportunities with promotional partners.
- Assists with the creation and execution of park's promotional events. Works with Entertainment Department to identify and secure talent. Uses media contacts with local TV and radio stations to assist in promoting festivals and concerts.
- Oversees the development of high-visibility collateral and point-of-sale materials.
- Monitors promotional attendance and revenue associated for trends and opportunities.
- Other duties as assigned.

**Minimum Qualifications:**

- Minimum of three years working in a marketing environment; background in advertising is desirable but not mandatory.
- Must be able to put forth best performance for as long as it takes to get the job done.
- Must be an agent of change and willing to push self/team to new heights in effort to bolster guest experience in every way.
- Experience in sales and/or consumer promotions.
- Ability to manage multiple projects with varied deadlines.
- Ability to work varied hours, including weekends.
- Computer proficiency on PC platforms must be proficient in Excel, Word, Outlook and PowerPoint and have basic understanding of Access.
- A degree in Marketing or Communications, or equivalent experience.

*Application Deadline:* Until Filled

*Date Posted:* August 18, 2010

*How to Apply:* Qualified candidates should submit a resume to the Human Resources Office. Six Flags Discovery Kingdom offers an excellent salary and benefits package.

Six Flags Discovery Kingdom  
1001 Fairgrounds Drive  
Vallejo, CA 94589  
Attn: HR Office  
Fax: 707-556-5272  
Email: shprice@sftp.com

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