

Open Full-Time Position Six Flags St. Louis



POSITION TITLE:

Manager of Promotions

DIVISION:

Marketing

DIRECTLY REPORTS TO:

Director of Marketing & Entertainment

SUBMIT RESUME BY:

May 21, 2010

Role Summary:

Responsible for development and execution of SFSL advertising, promotional and season pass programs (both in-park and external). Insure that marketing strategies and tactics are executed and clearly communicated on a timely basis to management and external partners. Provide diligence to insure that all advertising and promotions, financial expense goals and program guidelines are adhered to and that best marketing practices are thoroughly and timely implemented and communicated.

Key Duties:

- Develop and execute innovative promotional programs in both core and outer markets that increase market and brand awareness. Insure strategies are tactically executed in a creative and timely manner and within expense guidelines.
- Review and provide input to management in terms of all park media plans to be executed in the core and outer markets.
- Assist agency and/or corporate in execution of media creative plan.
- Provide on-going monitoring, evaluation and reporting of budgets to insure maximum return on investment and efficiency.
- Creatively develop and execute the park's season pass program within the core and outer markets to meet/exceed planned season pass sales goals.
- Insure that all season pass marketing programs are executed within expense guidelines and within deadlines.
- Provide recommendations in regards to innovative season pass partnerships and concepts to help drive season pass sales to meet/exceed planned season pass goals.
- Execute corporate Coke advertising and promotion plan as well as work with Coke to secure added value promotions.
- On a timely basis, provide to the Director of Entertainment and Marketing complete and thorough strategic plans as well as timely status reports relating to current and planned future activities within the park's marketing functions.
- Provide insight to the management in regards to attendance planning and forecasting.
- Analyze and communicate results and trends of marketing research.
- Provide recommendations (to include executional considerations) in regards to innovative mass market special events.
- Supervise and lead promotion/advertising team by proper training, delegation of tasks and ongoing communication of marketing strategies.
- Other responsibilities as defined by the Director of Marketing, Park General Manager and Regional Marketing VP.

Ideal Candidate Should Possess:

- Bachelor's degree in marketing or business administration.
- Three to five years successful experience in a corporate marketing, entertainment marketing, and/or marketing agency environment (theme park experience preferred).
- Solid background and practical knowledge of advertising, promotions, special events and sales functions.
- Strong ability to acquire knowledge quickly in terms of the existing and prospective mass market consumer and media partners and opportunities that lie within the park's key geographic and demographic marketing areas.
- Knowledge of budgeting, forecasting and analysis.
- Outstanding verbal and written communication skills in terms of both internal and external audiences.
- Excellent organization and time management skills in addition to ability to handle multiple projects and meet all planned deadlines and budgets.
- Ability to use PowerPoint, Excel, Word and internet.
- Experience in management and delegation responsibilities.
- Willingness to work a flexible schedule and a variety of shifts, including evenings, holidays and weekends if necessary.

Interested candidates should submit resume:

Six Flags St. Louis - Human Resources

Attention: Jo Ann Hamilton

PO Box 60 - Eureka, MO 63025

Or via email: jhamilto@sftp.com

Six Flags is a Drug and Smoke Free Equal Opportunity Employer