

## **Responsibilities**

Primary responsibilities include development of Marketing Strategy and Tactics to enable attainment of revenue and EBITDA goals. Bring world class marketing thinking to each of the elements in the Newport Aquarium marketing mix including advertising (creative, development, media planning and buying), promotions pricing, design brand, public relations, digital, emerging technologies).

The position will assist the Marketing Director with the following:

- Development and implementation of the annual and five year marketing plans.
- Implementing a comprehensive marketing plan, media, promotional collateral plans that positions Newport Aquarium as a premier attraction in the Tri-State area.
- Developing and coordinating cooperative marketing strategies with sponsors and promotional partners.
- Develops and secures major retail partnership strategies relative to advertising and promotions.
- Manage agency relationships and creative, media and promotions.
- Ensures that all advertising and promotional plans are in place and monitored appropriately to facilitate attendance and revenue growth.
- Assist all other departments with marketing, promotional and advertising needs to deliver and inspire the property team as a whole toward “Creating memories worth repeating” for every guest.
- Inspire Marketing Excellence.
- Provide ongoing monitoring of market performance and goal attainment. Recommend shifts in strategies and tactics as necessary to ensure financial plan attainment.
- Develop annual pass program and marketing database including CRM.
- Lead the development of Consumer Research to uncover insights, guide marketing strategy and identify growth opportunities.
- Develop Pricing Strategy including General Admission, Annual Pass, Bundles and Discounts. Monitor effectiveness of pricing strategy.

## **Qualifications**

- Bachelor’s Degree in Marketing,
- 10 years experience in an ad agency in either account management or strategic planning.
- Must have brand and B to C experience.
- 5+ years experience at a Senior Marketing level at a theme park, attraction or entertainment venue preferred.
- Broad experience in leading all aspects of the marketing mix (i.e. not limited to one area of subject matter excellence). Has effectively led external communication agencies to maximize business impact.

- Metrics driven: Proven experience in identifying key business metrics and implementing a quantitative program “dashboard” to evaluate performance against key measures.
- Strong interpersonal and management skills with the ability to interact and positively impact at all levels within the organization, community and with business partners.
- Exceptional written and verbal communication skills.
- Ability to maintain a high level of professionalism, integrity and confidentiality.
- Effective planning and organizational skills.
- Must be able to successfully drive sales within established budget.