



Marketing Manager

About Bluebird Backcountry

Bluebird Backcountry is the first and only fully human-powered, in-bounds backcountry ski area in the country. With a mission to make backcountry skiing safer and easier to learn, our operation features a 1,200-acre avalanche-managed and ski-patrolled area with zero chairlifts. Guests visit to try backcountry skiing, develop their backcountry skills, and explore new terrain in a relatively safe, welcoming, social, and COVID-friendly backcountry environment. In short, we bring together the comforts of a ski resort, the expertise of a guide service, and the adventure of the true backcountry.

Bluebird Backcountry is located on the Continental Divide in Colorado, halfway between Kremmling and Steamboat Springs. However, **this position is based out of our office in downtown Golden, Colorado.**

Our team has a welcoming, energetic, get-it-done culture. We are excited to introduce a new way to think about skiing... and to see just how far we can take the Bluebird Backcountry concept.

Job Summary

We're looking for a full-time marketing manager who is well-versed across the marketing spectrum and excited to join our team. The ideal candidate:

- Has exceptional communication, organization, and project management skills
- Is a marketer who understands sales funnels and how content and advertising intersect
- Is an experienced and strong copywriter and storyteller
- Is well versed in social media marketing and trends
- Is familiar with website content management and email marketing software and automation
- Has experience working on campaign launches
- Has managed partnerships and/or team of athletes or ambassadors
- Loves imagining and bringing to life collateral for on-site and off-site events, merch, etc.
- Is comfortable working in and managing across a creative team environment
- Is proactive and thrives in a fast-paced, get-it-done, self-directed work environment (we'll provide plenty of guidance, feedback, and support but need you to crank on your own, too)
- Has familiarity marketing for start-ups and/or experience-based brands
- Has familiarity with backcountry skiing and intuitively understands Bluebird's audiences
- Has a passion for sharing backcountry experiences with others
- Bonus but not necessary: Graphic design or video editing
- Bonus but not necessary: Experience with WordPress, Active Campaign, Planoly
- Bonus but not necessary: Industry intel and experience marketing for a guide service or ski area
- Can begin ASAP

Duties

- Annual, monthly, and weekly campaign planning and execution
- Developing and executing on acquisition, retention, and engagement strategies and tactics
- Understanding, refining, and expanding Bluebird's audiences
- Keeping the Bluebird website current and full of exceptional informational and story content
- Concepting, creating, and scheduling e-newsletters; managing email marketing database
- Developing press kits and building and maintaining relationships with media
- Overseeing the Bluebird Annual Report and other pamphlets and reports
- Overseeing collateral for events, swag, merchandise
- Managing a content/story/design team, advertising specialist, athlete/ambassador team, and public relations contractor
- Coordinating with the Guest Services team and the Group Sales, Partnerships, Events Lead
- Managing a modest marketing budget
- Tracking and reporting on key metrics
- Managing Bluebird's social platforms (optional)
- Administrative and other related duties as assigned

Commitment

This position is full time and begins immediately.

Reports To

Co-founder, Erik Lambert

Location

The Marketing Manager position is based out of our office in Golden, Colorado. However, we will consider a partially remote setup for the right candidate.

Compensation & Benefits

\$50,000–\$58,000 annually depending on experience. Full-time, salaried, exempt position.

Ample vacation in line with our vacation policy.

Bluebird Backcountry is a startup and does not offer healthcare or other benefits at this time.

You'll also get a Bluebird Backcountry season pass, pro deals, and other Bluebird team perks.

To Apply

Contact Ryan at ryan@bluebirdbackcountry.com with “Marketing Manager” in the subject line. Include the following:

- A brief cover letter
- A resume detailing your experience
- A portfolio or deck that showcases the quality and impact of your prior work
- Please include writing samples that cover a broad spectrum: marketing copy, story, social, etc.