



Group Sales, Partnerships, and Events Lead

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-evaluated and ski-patrolled area with zero chairlifts. Guests come 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 (just over a 30-minute drive from both). This position can be hybrid remote/onsite. The right candidate will need to have easy access to the Front Range, Steamboat Springs and Kremmling.

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 seasonal full-time group sales, partnerships, and events lead who will build meaningful and lasting relationships across our community. The ideal candidate:

- Is a dynamic people person
- Has exceptional communication skills: written and verbal (over phone, video, and in-person)
- Has a background in sales or similar, ideally in the ski / outdoor industry
- Is plugged in with the communities of the Front Range and / or Grand, Routt, Jackson counties
- Is proactive and thrives in a fast-paced, get-it-done, self-directed work environment

- Is excited to get started as soon as possible and has availability through the end of March.
- Has familiarity with backcountry skiing and intuitively understands Bluebird's audiences
- Has a general passion for sharing backcountry experiences with others

Duties

Group Sales (40%)

- Strategize, research, and reach out to local and regional group sales leads
- Field inbound group sales requests
- Host key groups on site at Bluebird Backcountry
- Maintain and update a robust database of contacts and leads

Partnerships (30%)

- Establish and cultivate partnerships with
 - outdoor brands, such as Black Diamond and Big Agnes
 - other ski areas, such as Arapahoe Basin
 - local businesses, especially lodging and retailers
 - nonprofits, such as the Friends of CAIC
- Managing and executing on partnership commitments
- Check in with partners across Colorado and drop off marketing materials (travel reimbursed)
- Creatively customize mutually beneficial partnership agreements and create MOUs

Events (20%)

- Design and host Bluebird Backcountry events
- Plan in-season event calendar (January - March)
- Organize and execute a minimum of 1-3 events per week in the pre-season (September - December)
- Research, attend, and table other key events and represent Bluebird
- Manage storage and inventory of event supplies (tables, tents, signage, displays, swag, etc)

Admin (10%)

- Report to and check in regularly with marketing and guest experience teams
- Oversee and regularly report on key metrics related to sales and partnerships

- Support sales and events volunteers as necessary in coordination with Volunteer Lead
- Manage communications and invoicing for groups
- Other related duties as assigned

Reports To

General Manager

Location

Remote/onsite hybrid, preferably based in Colorado's Front Range and/or Grand, Routt, or Jackson counties. This position is expected to travel around the state as necessary and must have reliable transport.

Commitment & Compensation

This is a seasonal (August through April) full-time salaried position that earns \$960-\$1,120 per week depending on experience, plus a season performance bonus paid in April. Expected start date for this position is November 19, 2022. Bluebird Backcountry is a startup and does not offer health insurance or other benefits at this time.

To Apply

Contact Scott Leigh at jobs@bluebirdbackcountry.com with "Sales, Partnerships, and Events Lead" in the subject line. Include the following:

- A brief cover letter
- A resume detailing your experience
- Seven specific ideas for how you would inspire visitation to Bluebird Backcountry this winter

Equal Employment Opportunity

Bluebird Backcountry provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.