



Marketing Director

Job Summary

We're looking for a full-time marketing director to join Bluebird's team. This person will lead a small team of staff and contractors to execute on all of Bluebird's marketing efforts. It's a good fit for an organized individual with deep experience managing creative resources and project managing marketing efforts. This position reports to Bluebird's co-founder and CEO.

We will take the time to find the right candidate for this role, but will give some preference to candidates who can start immediately.

About Bluebird Backcountry

Bluebird Backcountry is a human powered 'inbounds backcountry' ski area company that combines the accessibility, safety and amenities of traditional ski resorts with the wildness, adventure and soul of the backcountry for skiers/riders of all experience and skill levels.

We build and operate human-powered ski areas with avalanche mitigation and ski patrol services that offer industry-leading backcountry ski lessons, avalanche education, tasty food and rustic lodging and delivered in a welcoming environment that celebrates the soul of skiing.

We have one location located on the Continental Divide just east of Rabbits Ears Pass, roughly halfway between Kremmling and Steamboat Springs, Colorado.

Qualifications

- 5-10 years of progressively more challenging marketing experience
- Experience managing creative resources
- The ability to write top-notch creative briefs
- Excellent project management skills
- Digital marketing background and strong digital marketing skills
- Experience participating in the development of marketing plans, strategies and budgets
- A deeply organized and detail oriented individual
- Team orientation and a team player
- A passionate skier or boarder with at least some backcountry experience

Duties

- Marketing Leadership and Project Management
 - Manage a small team of employees and contractors, including a seasonal marketing coordinator and intern, advertising, website, graphic design, and PR
 - Concept and execute on marketing campaigns, from digital to grassroots
 - Coordinate Bluebird's marketing efforts across all channels
 - Manage the marketing budget, reporting and systems
 - Work closely with Bluebird's operational teams on various items
 - Work with Bluebird's leadership team and advisors to iterate on Bluebird's marketing strategy
- Digital Marketing
 - Lead all campaign planning and execution at the annual, monthly and weekly level
 - Develop and execute on acquisition, retention, and engagement strategies and tactics
 - Keep the Bluebird website current and full of exceptional informational and concept
 - Work with Bluebird's software vendor and team to develop a compelling web store
- Brand
 - Ensure that Bluebird's brand is aligned, consistent and comes to life across all aspects of the business
 - Communicate Bluebird's brand identity and voice to everyone on the team
 - Work with Bluebird's leadership team to evolve the brand

Compensation, Benefits & Location

- Compensation:
 - Annual salary of \$80,000-\$105,000
 - 20% bonus target based on goal achievement
 - Stock options in Bluebird Backcountry
- Benefits:
 - Bluebird does not offer healthcare or similar benefits at this time as we are a small team
 - Flexible work schedule in the spring and summer, with the ability to take ample time off and work remotely
 - A Bluebird Backcountry season pass, pro deals, schwag and other Bluebird team perks
- Location:
 - We're open to either a remote-first candidate located within a few hours of Bluebird's Bear Mountain location or a candidate based locally in Steamboat Springs
 - For remote candidates we expect you to spend a significant amount of time at Bluebird in the winter (~1 week / month). We have basic housing and working space at the ski area

To Apply

Email jobs@bluebirdbackcountry.com with "Marketing Director" in the subject line and a resume and cover letter.