

## POSITION DESCRIPTION

### Visit Salt Lake



SALT LAKE

**Job Title:** Consumer Marketing Manager  
**FLSA:** Full-time, Exempt  
**Reports to:** Marketing Leadership  
**Department:** Marketing

#### Job Summary

Salt Lake is a place where elevation meets aspiration. An active urban city set at the foot of spectacular mountains. A place for open minds and fresh perspectives. This is an exciting time to be in Salt Lake: a brand new \$5.1B SLC International Airport expansion, a recently opened 700-key Hyatt Regency convention hotel, population and business growth (Utah has been the fastest growing state in the nation since 2010, primarily driven by Salt Lake), host of the 2023 NBA All Star Game and the preferred host for the 2034 Winter Olympics...Salt Lake is on fire, and we're just getting started.

To capitalize on this incredible growth and to achieve Visit Salt Lake's ambitious vision, we're seeking a highly creative and experienced Consumer Marketing Manager to help elevate our marketing efforts with a full-funnel integrated marketing mindset. Reporting into marketing leadership, the Marketing Manager will be responsible for developing and executing marketing strategies and key initiatives to drive growth across Visit Salt Lake's leisure segments including skiing, outdoor recreation, events, arts & culture, and attractions.

#### Primary Responsibilities:

- Develop and implement marketing plans and campaigns targeting leisure travelers, ensuring alignment with Visit Salt Lake's goals and objectives;
- Collaborate with internal teams and external partners to identify key market segments, trends, and consumer preferences to inform marketing strategies;
- Manage end-to-end campaign creative development and deployment overseeing the production of multimedia assets and ensuring brand consistency;
- Monitor and analyze marketing performance metrics, such as website traffic, social media engagement, and campaign effectiveness, to optimize strategies and achieve desired outcomes;
- Stay abreast of industry trends, competitive landscape, and best practices to recommend innovative approaches and tactics;
- Help establish prioritization of projects based on company goals & project bandwidth, scope and timelines.

#### Qualifications:

- A minimum of 4 years of marketing experience; Experience with developing seamless campaign communication and launch plans across all platforms and channels;
- Evidence of success in developing and/or growing brands in house or with an agency;
- Strong understanding of and hands-on experience with digital marketing principles and tools, including but not limited to social, content, SEO, SEM, email marketing and web analytics;
- Strong project management skills;
- Excellent writing skills;
- Creative thinker with a passion for travel and a keen eye for visual storytelling;
- Team player with a growth mindset;
- Alignment with core team values: Knowledge, Integrity, Teamwork, Growth, Ownership;
- Appetite for a fast-paced environment and desire to constantly reassess and optimize to drive for excellence with a bias for action;
- Ability to flex between analytical, technical and creative skill sets to drive full funnel marketing programs.

#### Benefits Package:

Insurance: medical, dental, vision, life, long term disability. 401(k) plan, Vacation, Sick, Personal Days and major holidays PTO.

#### Application:

Interested candidates are encouraged to submit their resume and cover letter at [HRvisitSL@visitsaltlake.com](mailto:HRvisitSL@visitsaltlake.com).

Visit Salt Lake is an equal opportunity employer. We value diversity and encourage applicants from all backgrounds to apply. Only qualified candidates will be contacted for an interview. We thank all applicants for their interest in joining our team.

***Final candidates will be subject to a background and reference check. E/O/E***