



Job Title: Resort Programming Coordinator

Location: Homewood Mountain Resort | West Shore Café & Inn | Homewood High & Dry Marina

Department: Marketing

Reports to: Sales & Partnership Marketing Manager

Employment Status/Type: 10-Month, Full-time

Job Summary

The Resort Programming Coordinator (RPC) is responsible for the planning and execution of event driven marketing initiatives, which influence the daily summer and winter programming on-resort. The RPC spearheads the planning and execution of inhouse on-resort events, 3rd party events, music bookings, and other resort campaigns, as outlined below. This person is responsible for a variety of tasks throughout the season and must be ready to think on her/his feet, quickly move between tasks, and execute assigned duties independently without supervision.

Duties and Responsibilities

Include the following but not limited to:

The RPC must promote and exemplify the Homewood culture of exceptional guest service, team work, innovation, and fun! Works well independently and with others. Enjoys “pitching in” whenever and wherever assistance is needed. Conducts and shows a high level of professionalism. Values our safety culture, our community, and maintaining a healthy, sustainable environment. Ensures that guests and employees have a fun, safe, and memorable experience. Asks questions, shares concerns, or gives ideas on innovation and efficiencies that improve both the guests’ and employees’ experience.

- **Events:**
 - Coordinate scheduling of events and music for multiple properties.
 - Lead the planning and coordination of event space, arrange food and beverage, order supplies, equipment and signage, and ensure appropriate décor to meet quality and Brand expectations.
 - Generates a marketing plan for each event using the Event Marketing Template to ensure proper outreach and awareness of each event
 - Provides the marketing team with an event description outlining event times, details and happenings that can be placed on the resort’s website and social media accounts
 - Work with media and public affairs team to coordinate press events and messaging is timed and released to effectively promote events.
 - Update the web site, phones, and third party web sites with ongoing event information.
 - Oversee event property inventory and manage a check-out process to resort staff.
 - Create and revise room / property layouts for each event.
 - Coordinate all event staffing and volunteers, including the recruiting and training of “Event Ambassador Street Team”
 - Assist with managing on-site production and clean up for events as necessary.
 - Provide periodic progress reports and recaps to key stakeholders for each event project, including ROI tracking.
 - Keep track of event finances including check requests, invoicing, and reporting.
 - Propose new ideas to improve the event planning and implementation process.
 - Produce timely post event - Event Briefs outlining ROI and details of the event
 - Works closely with the Interactive Coordinator and Graphic Design and Media Coordinator to produce flyers for the event, schedule social posts and generate event listings on 3rd party sites.
 - Work with Wedding Events team to generate “The Week Ahead” document for circulation with entire staff
- **Event Vendors and Outreach:**
 - Reports to and works with to the Sales & Partnership Marketing Manager to secure vendors and event sponsors for applicable events
 - Serves as the marketing team’s point person in collaborating with Retail and Food/Beverage Supervisors for day of F&B needs
 - Coordinator seasonal event or campaign “giveaways” inventory, production, ordering and fulfillment.
- **Resort Campaigns**
 - Work closely with Human Resources to generate resort-wide messaging and training programs that will ensure proper trickle-down of marketing information.
 - Provides weekly training to Guest Services and public facing staff on upcoming events
- **Marketing Safety Liaison**
 - Responsible for leading weekly department safety topics and ensures that sign off sheet is handed in on time
 - Holds safety as their number one concern when executing events
- **Off Site Event Vendor Booths / Community Events**



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- **Miscellaneous:**
 - Assists other members of the Marketing team during busy periods and large team projects
 - Communicates effectively with direct supervisor on a regularly basis on new and on-going projects.

Skills and Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties:

- Have excellent communication, analytical, and interpersonal skills.
- Ability to work in a fast paced environment while maintaining a high level of accuracy and courtesy.
- Fantastic customer service ethic and high expectations for quality.
- Able to work weekends, holidays, and early-morning hours when needed.
- Capable of multiple tasking and prioritizing and allocates resources efficiently to meet deadlines. Highly organized and ability to adapt quickly to changing priorities. Ability to manage multiple projects and work assignments on a daily basis.
- Enjoys working in a team environment.
- Ability to accomplish projects with little supervision.
- A love of skiing and/or snowboarding and the people who make these mountains special a plus.
- Intermediate or advanced skiing or snowboarding ability preferred.
- 21 years of age or older.
- **Language Skills:**
 - Literate and fluent in English. Ability to read and comprehend simple instructions, short correspondence, and memos.
 - Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
 - Excellent communication skills, including writing, proofreading, and speaking ability.
- **Education and/or Experience:**
 - Bachelor's degree (B.A. or B.S.) or related experience and/or training; or equivalent combination of education and experience.
 - Proficient using the latest versions of Microsoft Word, Outlook, Excel, and PowerPoint; some experience with website content management systems.
- **Mathematical Skills:**
 - Ability to add and subtract two digit numbers and to multiply and divide with 10's and 100's.
 - Ability to apply concepts of basic algebra, geometry, and trigonometry.
 - Ability to calculate figures and amounts such as fractions, percentages, ratios, proportions, area, circumference, and volume to practical situations.
- **Reasoning Ability:**
 - Ability to apply common sense understanding to carry out instructions furnished in oral, mathematical, or diagram form.
 - Ability to deal with problems involving several concrete variables in standardized situations
 - Ability to define problems, collect data, establish facts, and draw valid conclusions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Intermediate or advanced skiing or snowboarding ability required.
- Regularly required to stand, sit, and walk; talk and hear; taste and smell; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.
- Often required to use the computer. Specific vision abilities required by this job include close vision, distant vision, color and peripheral vision, depth perception, and ability to adjust focus.
- Ability to lift/move 10 lbs. or more and occasionally lift/move up to 25 lbs.

Equipment Used

- Telephones, PC, database, office supplies, and filing cabinets
- Event properties such as, tables, chairs, EZ up tents, power cords, flags, banners, handheld radio
- Handheld radio
- Cash registers
- Snow removal equipment



Certificates, Licenses, and Registration:

- Valid Class C Driver License with a driving record meeting the minimum standards required by Homewood’s insurance carrier.

Working Conditions

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Harsh outside weather conditions.
- Occasionally exposed to wet and/or humid conditions; high precarious places; fumes or airborne particles; toxic or caustic chemicals; extreme cold; extreme heat; risk of electrical shock; explosives; and vibration.
- Noise level in the work environment is usually loud.
- Frequently exposed to moving mechanical parts.
- Small work area environment.

Employment with Homewood Mountain Resort is “at will” for no definite period of time. The employee may terminate employment at any time without notice or cause, and so too can Homewood terminate employment relationship at any time without notice or cause.

Director/Manager

Print Name: _____

Signature: _____ Date: _____

Human Resources

Print Name: _____

Signature: _____ Date: _____