

Position: Marketing Manager

Reports to: Competitions Director/General Manager

Application Deadline: February 15, 2019

Start Date: By April 1, 2019

Schedule: Monday – Friday, with some weekend work possible

Location: Erin Hills

Erin Hills is seeking a creative, self-managing Marketing Manager to build from the marketing base created over the past decade, culminating with the 2017 US Open Championship. The candidate must be driven to extend and expand on our previous successes, helping to increase occupancy and increase the average spend per player and/or overnight stay.

The individual selected must have a strong ability to implement strategic frameworks developed in concert with outside marketing/advertising firms. The candidate must be fluent in current social media platforms and have a desire to schedule and manage a coordinated media campaign that integrates print, email, partnerships and social platforms over the course of the year. They must have a strong desire to create and manage partnerships with other golf and non-golf companies that result in shared benefits for each partner.

Responsibilities

- Manage social media accounts
- Keep the website updated
- Develop content for and send eblasts to database
- Manage print, digital and radio advertising
- Manage Partnership opportunities
- Analyze new marketing opportunities, guest behavior patterns, and campaign performance and other aspects of data-driven measurement. Interpret findings and report on results.
- Employ marketing analytics techniques to gather important data (social media, analytics, rankings etc.)
- Plan messaging strategies and schedules

Requirements

- Golf knowledge and experience
- 3+ years in a marketing position
- Social media experience
- Excellent writing skills
- Excellent knowledge of MS Office, marketing computer software and online applications (CRM tools, online analytics, Google Adwords etc.)

Compensation and Benefits

- Pay commensurate with experience
- Paid vacation
- Medical benefits
- Golf privileges

To Apply: (1) Fill out the online employment application at <https://erinhills.com/about/employment/employment-application/> and (2) send your resume to info@erinhills.com.