

UStavel

Job Description:

Regional Marketing Manager, Alaska/PNW

Date:

3/18/09

Reports to:

Vice President of Marketing

Range:

\$60K - \$70K

Description:

UStavel is a world leader in corporate, leisure and group travel, that includes a unique family of complementary businesses. As America's Travel Expert, UStavel is a progressive company looking for team members who think big, bring new ideas to the table and who thrive on operating outside the box. Innovation is key and staying ahead of the competition requires individuals who are highly creative, personally motivated and dedicated to raising the bar in pursuit of excellence.

The action-oriented Regional Marketing Manager for Alaska and Pacific Northwest will be responsible for the development, implementation and maintenance of coordinated, strategic online marketing for all UStavel family companies, including UStavel corporate, UStavel Leisure, Doug Fox Travel, Air Fulfillment Services, Explore Tours, Visions, and Alaska Exposure. Reporting to the Vice President of Marketing, this position will manage online marketing efforts for the regions of Alaska and the Pacific North West, and further the brand reach of the UStavel family of companies.

Attributes:

- Critical thinking
- Strategic analysis
- Progressive approach
- Creative development

Duties:**Team Building:**

- Responsible for understanding, exhibiting and promoting the TEAM (Together Everyone Achieves More) concept
- Develop cooperative relationships amongst all company departments
- Cultivate participation in marketing projects, concepts and ideas amongst all company departments
- Seek input and ideas from sources outside of the marketing department

Marketing

- Development and oversight of annual plans based on market research that includes traditional, electronic, fluid and social media platforms

- Generate applicable market research on-going
- Identify/develop new/potential marketing strategies for implementation based on sound research
- Develop, launch and oversee annual marketing efforts, maximizing ROI
- Compilation of documentation for PowerPoint presentation for perspective and existing clients
- Assist with launch of the corporate brand
 - o Consistent monitor of the brand and its implementation
- Develop client/customer appreciation program
- Develop and initiate an agent referral program

Communication:

- Ensure consistent communication methods and standards are met
- Monitor standards on a regular basis
- Oversee new standards documentation
- Provide input/write copy for regular client communications
- Provide input/write copy for regular TEAM communications
- Implement and represent the brand in all communication methods
- Maintain crisis communication applications/process

Collateral:

- Development of key collateral meeting new brand standards

Direct Email

- Oversee management of direct email strategies and tactics
- Write/edit copy
- Hands-on knowledge of Signature, Client Base and additional data management software.
- Oversee maintenance of software contracts relative to direct email
- Oversee database management and marketing updates on all applicable software platforms

Partnerships:

- Seek and review potential partnerships that have broad marketing reach for the UST family of companies
- Maintain agreements and follow-through of all contracts
- Maximize ROI of each partnership
- Provide annual review and recommendations

Advertising:

- Development and implementation of annual advertising plan to include print, television, radio, online and social mediums.
 - o Identify key markets and appropriate mediums
 - o Develop concepts and monitor consistency of the brand

- Negotiate and place according to promotional and booking seasons
 - Write/edit copy
- Manage and implement co-op advertising programs
- Manage co-op invoicing
- Manage compliance with Alaska and Washington specifications
- Identify niche markets
- Compliance with WST advertising specifications

Vendor Relationships

- Coordination and maintenance of vendor relationships, specials and promotions
- Monitor authorized vendor offerings and select key areas for emphasis
- Communicate vendor promotions with agents and work with account managers to monitor effectiveness with agents
- Oversee commission structures

Trade Shows/Travel Shows

- Selection of annual trade show participation and representation
- Oversee trade show booth presentations, maintenance
- Develop promotions for select shows

Research:

- Conduct on-going market analysis and research pertinent to the marketplace and identified industries that impact marketing decisions and providing ROI
- Monitor competitive businesses

Technology:

- Oversee sound online marketing campaigns annually, tied into the brand and identified areas of emphasis that coordinates with the overall marketing plan
- Monitor of Web content, promotions and specials
- Assist with content management - all sites
- Understanding of the UST suite products to market collectively

Internal/External Events:

- Plan and execute company training events
- Plan and execute special identified promotional events

If you are an action-oriented individual ready to hit the ground running and bring new ideas to the team, please send a resume and cover letter to jobs@ustravel.us.