

WHO WE ARE

Pursuit is a global attractions and hospitality company that connects guests and staff to iconic places through unforgettable and inspiring experiences and strives to become the world's leading provider of iconic attractions and hospitality experiences. Pursuit generates revenue and shareholder value as one of two business units operated by Viad, an S&P SmallCap 600 international experiential services company, traded on the New York Stock Exchange under the symbol VVI.

Pursuit's mission is to connect guests and staff to iconic places through unforgettable, inspiring experiences. We deliver rich travel experiences to the global market through our unique hotels and lodges, recreational attractions, retail, food and beverage, sightseeing, tours and travel products. Today, the company enjoys strong perennial demand with operations in or adjacent to Banff, Jasper and Waterton Lakes National Parks in Canada; Glacier, Denali, and Kenai Fjords National Parks in the United States; and our two Flyover attractions, FlyOver Canada in Vancouver, B.C. and FlyOver Iceland in Reykjavik. In addition, new attractions coming soon include two FlyOver theater attractions in Las Vegas and Toronto, and the Sky Lagoon, a premier oceanfront geothermal lagoon experience near Reykjavik, Iceland. Through its Refresh Build Buy strategy, Pursuit is continuing its growth trajectory into new iconic locations around the world.

We are strengthening and improving our culture, our attractions and our operations to deliver these unforgettable guest and staff experiences. We will work hard to refine and execute our strategic plan for the expansion of the business, accelerate profitable revenue growth through strategic capital deployment, drive strong organic growth of our existing businesses, and acquire unique and complementary businesses. We will work tirelessly to build a strong entrepreneurial, as well as a fun and rewarding culture for our team members.

JOB DESCRIPTION

SR. MANAGER, MARKETING & BRAND EXPERIENCE – ALASKA COLLECTION

Position Summary

The Sr. Manager, Marketing & Brand Experience – Alaska Collection, will report to the Sr. Manager, Marketing, Pursuit, and work with the larger Pursuit marketing team in the coordination and execution of strategic planning, achieving revenue and pax targets for the consumer direct channel, setting benchmarks for brand experiences, and working with the General Managers to improve the overall brand and guest experience. The Sr. Manager will lead all marketing activities and programs that will drive visitation and revenue growth at our Alaska Collection attractions, lodges, restaurants, retail outlets and third-party offerings.

The Sr. Manager, Marketing & Brand Experience will focus on the following core responsibilities:

- / Strategic planning
- / Budget formulation and management
- / Marketing campaign performance
- / Collateral and advertising strategies
- / Stakeholder communications
- / Agency relationships
- / Brand experience
- / Performance and professional development of staff

Major Responsibilities

- / Responsible for developing comprehensive marketing plans and budgeting for marketing, public relations and brand experience while achieving company goals and quality expectations
- / Delivers all marketing communications, programs and materials that strengthens our portfolio of brands, secures revenue targets and supports the larger sales and operational organizations
- / Establishes marketing annual budget and is responsible for monitoring performance throughout the year
- / Reports on the effectiveness of marketing activities, campaigns and platforms on a weekly and monthly basis ensuring all activities are hitting target and supporting the commercial success of the organization
- / Leverages the support of the larger Pursuit organization and external marketing agencies to deliver targeted, relevant and effective marketing communications, promotions, social engagement, website conversion, brand experience and ultimately, hotel, attraction and third party bookings
- / With the support of the Sr. Manager, Digital, Pursuit, the Sr. Manager, the Alaska Collection, manages company website(s), social media, and other digital marketing initiatives
- / Conducts yearly review of marketing strategies and tactics and makes necessary changes, refinements and improvements where applicable
- / Consistently evaluates the brand experience through communications with GM's and other internal stakeholders and provides them feedback and direction on brand engagement so they implement strategies and processes to improve guest experience and satisfaction
- / Attend and represent the Alaska Collection at trade and travel shows, as well as local, state, and national organization meetings

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- / Provides support to multiple operating divisions, and on special projects basis
- / Manages the Marketing Specialist and provides leadership, growth opportunities and consistent weekly time to review and provide feedback on his/her projects and development
- / Conducts other tasks as directed by Pursuit Senior Marketing Manager and Vice President of the Alaska Collection and officers of the Viad Corporation

Skills + Abilities

- / Advanced computer knowledge is required: MS Office, Adobe CS suite, digital marketing, social media, SEO
- / Excellent oral & written communications skills required; including public speaking
- / Ability to build & maintain professional relationships required within all divisions of the Alaska Collection, Pursuit, local communities, and vendors
- / Strong planning, time management and organizational skills
- / Ability to communicate clearly and concisely with all levels of management
- / Strong interpersonal skills; including relationship management and conflict management
- / Desire to work in a fast-paced organization
- / Ability to work as team but also on your own
- / Competent with CMS systems
- / Competent with Excel and PowerPoint
- /

Critical Competencies for Success

- / Strong leadership voice, “can-do,” attitude with demonstrated resourcefulness, mental toughness and orientation to driving the best possible results at all times
- / Ability to make decisions, solve problems and exercise good judgment; ability to work under pressure and prioritize workload.
- / Strong commitment to positive working relationships with stakeholders; a demonstrated ability to foster strong working partnerships, gaining consensus and collaboratively solving problems.
- / Flexibility and willingness to work with a geographically dispersed team.
- / Resourceful, adaptable, resilient, and having a strong sense of self-awareness.
- / Ability to organize and prioritize multiple tasks in a fast-paced environment.
- / Excellent written and verbal communication skills.

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- / Service-focused mindset including awareness of the need to work successfully with both internal and external customers.
- / Strong sense of prioritization and urgency in achieving established objectives.
- / Adaptable and flexible with an openness to looking beyond “what is” with an eye toward “what can be” and a willingness to explore how to get there.

Minimum Qualifications:

- / Bachelor’s degree in marketing, communications, hotel management or general business is preferred
- / Minimum 2 years’ supervisory experience in marketing or public relations required
- / Strong knowledge of hotel/restaurant, marketing, public relations, accounting principles is required
- / A valid US driver’s license is required
- / A valid US passport is required
- / Ability to gain legal entry to Canada is required

Performance Measures:

- / Supporting the Sr. Manager, Marketing, Pursuit and the Vice President, the Alaska Collection, to attain set revenue targets per the company plans
- / Meeting and exceeding managerial and personal goals
- / Achieving exceptional feedback through performance and peer reviews

Physical Abilities:

- / Ability to work long hours; including evenings, weekends and holidays
- / Sitting and/or standing and working on a computer for long periods required

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This list describes at a high level what this role does, but no job description can anticipate every single task, issue or project that could come up. Pursuit reserves the right to adjust, reduce, add, or change job tasks as needed for the success of the business.

To handle this job successfully, any person hired must be able to perform responsibilities as described. Pursuit will make any reasonable accommodation to help a person with disabilities perform their job. This job is based in Anchorage, Alaska and current, legal ability to work in the U.S. is required. Some travel is needed, and a valid Passport and driver's license is required.

Pursuit is an equal opportunity employer committed to diversity in the workplace. We evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, disability, veteran status, and other protected characteristics.