



JOB DESCRIPTION

Title: **Director, Marketing Communications**
Reports to: **Vice President, Marketing**
Department/Function: **Marketing**

POSTION SUMMARY

Lead the Consumer Marketing function for the Dollywood Company, including but not limited to Dollywood theme park, Dollywood's Splash Country water park, Dollywood cabins and future brands/properties that may emerge under The Dollywood Company. Primary responsibilities include development of consumer brand marketing strategy and tactics to enable attainment of revenue and attendance/occupancy goals for each brand and for the overall Company. Elevate the quality of consumer marketing by providing strategic thought leadership across a broad array of marketing activities leveraging consumer insights and brand stewardship in advertising creative development, media planning & buying, promotions, pricing, identity & design work as well as digital marketing platforms. Work closely to align external marketing messaging with the in-park guest experience, product development/experience. Lead 3-4 direct reports.

MAJOR COMPETENCIES AND EXPERTISE

- Produce results to demonstrate proficiency in six core Marketing areas:
 - Research, insight and analysis: understand markets/economies being served.
 - Strategy and planning: develop intuitive/aligned plan with clear recommendations.
 - Brands and products: develop/manage competitive brand and product positioning.
 - Manage people: effectively manage self and inspire/engage a team to achieve results.
 - Program implementation: develop strategy/plan and deliver effective communication messaging, use of digital media, ensure pricing policies appropriate to channel, manage customer, agency, and partner relationships, lead programs and projects, and guide tactical execution against plans.
 - Measure effectiveness: capture success/learning that is accurate/timely to guide future decisions to provide effective marketing.
- High level of energy and self-direction to lead a team in a fast paced environment to prioritize monthly/weekly goals and daily tasks and those of the team to achieve desired results within established Consumer Marketing and Digital Media strategy.
- Proven relationship management ability with manager, peers, team, key stakeholders, vendors and customer to sustain positive, professional relationships over time.
- Idea generator with strong analytical, problem solving, critical thinking and innovative solution capabilities evidenced by sound business decisions in consumer marketing.
- Manages role with finesse and diplomacy with an understanding of changing priorities, sense of urgency, execution of results and support for the team.
- Sets high standards for performance in marketing; coaches, empowers others, and provides feedback to the team, and ensures accountability of team members for results.
- Is an effective, mature, self-aware leader whose style is calm, strong and tenacious as the situation requires.
- Leads and initiates change effectively in marketing and is flexible and collaborative in all cross-functional responsibilities.

- Demonstrates excellent communication ability utilizing strong listening skills and logical, systematic approach to assimilating and sharing information in all areas.
- Operates with high integrity, is productive under high pressure, hands-on when needed, and achieves a work-life balance that ensures long-term success.

SPECIFIC JOB RESPONSIBILITIES

- Business Performance Management
 - Lead overall analysis of attractions and hospitality consumer-demand business and market performance; recommend shifts in strategies and tactics as necessary to ensure financial goals
- Strategic Leadership
 - Lead the development of the annual strategic consumer marketing plan(s) focusing on strategies and tactics for the Dollywood Company (theme park, water park, hospitality)
 - Including but not limited to:
 - Annual Season Pass Plan (owned and partner sales channels)
 - Multi-Day/Multi-Park Sales (owned and partner sales channels)
 - Targeted Retail Promotional Partner Ticket Programs
- Manage Strategic Agency Partnerships
 - Lead the day-to-day management of creative, media and digital agencies for paid consumer advertising and owned digital media execution including but not limited to: TV/Cable, Out-of-Home, Radio, Print, Direct Mail, Digital Display, Paid Search, Social Media Advertising
 - Direct the annual strategic creative communication strategies, customer journey, creative budget and production
 - Direct overarching annual media strategy and media budget allocation
 - Direct overarching owned digital media strategy and budget allocation including functionality and content generation for web, mobile, texting and email marketing efforts
- Brand Management and Consumer Insight Adoption
 - Serve as the brand champion and effectively integrate the Dollywood Company master brand strategy into insightful, timely and relevant consumer communication via paid and owned digital media channels
 - Collaborate with the PR & Social team to develop consistent brand messaging and assets to effectively integrate and maximize paid and earned media opportunities
 - Own the development of communication assets (logos, names, imagery, signage) to effectively promote the master brand and sub brands externally and internally as part of the guest experience
 - Participate in the integration and adoption of consumer insights into the consumer-marketing paid advertising and owned media channels
 - Support the development of new product communication materials – naming, logo, storyline, key art – with HFE Corporate Creative Studios, Dollywood Marketing and Leadership teams – that deliver compelling communication to drive visitation
 - Share in the overarching brand strategy development with VP
- Pricing Strategy and Analysis
 - Develop the annual strategic pricing plan for all Dollywood attractions properties for consumer paid and complimentary ticket categories
- Financial Stewardship

- Accountable for the development of annual consumer-marketing budget and delivering to forecast each year
- Marketing Innovation and Learning
 - Provide the leadership of the Consumer Marketing and Digital Media teams to insist upon ongoing learning, coaching and marketing innovation in mass consumer channels as well as the digital space
 - Advance a standard of marketing practice that enables excellence in both strategic marketing and field execution by the team
 - Participate and provide input to annual marketing innovation new product (hardware and software) and provide consumer-marketing performance analysis needed to meet annual and long-term return on investment metrics

EDUCATION AND EXPERIENCE REQUIREMENTS

- Bachelor's degree in marketing and/or communications preferred; MBA desirable
- Minimum 10 years of experience in consumer marketing for a company in the theme park/gated attraction/professional sports/entertainment/hospitality industries. A minimum of 3 years in leadership role (director level or above) and/or 5 years of experience in marketing communications management. Part of this experience could be with a top tier advertising/communications agency or management consulting firm serving leading Consumer Marketing client relationships.

PERSONALITY/ATTITUDE REQUIREMENTS

1. Able to project Dollywood's image by being genuinely friendly, caring and taking pride in your work.
2. Must be self-motivated and disciplined.
3. Must be able to prioritize and complete work assignments on a timely basis.
4. Must maintain strict confidentiality and judgment regarding privileged information.
5. Must display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
6. Must be willing to constantly improve.
7. Must have professional appearance with good personal hygiene.
8. Must promote and support a "team" work environment by cooperating and helping co-workers.
9. Must adapt to changes easily.
10. Must tolerate a fast-paced, hectic environment.
11. Must show appreciation to others.
12. Must be sensitive to the needs of our Guests and feel empowered to take action to meet their needs within company guidelines.

ESSENTIAL FUNCTIONS NECESSARY TO PERFORM JOB DUTIES

1. Able to hear, see and speak.
2. Able to speak, read and write English.
3. Able to smile and make eye contact to make a friendly impression when greeting guests, vendors and other employees.
4. Must have manual dexterity necessary to complete all job duties.
5. Able to sit and/or stand for long/short periods.
6. Able to maintain good personal hygiene.
7. Able to get along with other employees to work out problems and resolve conflicts. (Able to work cooperatively with others.)

8. Able to comprehend instructions and retain information.
9. Able to maintain dependable work attendance and flexibility with assigned work schedules including any required overtime, evenings, weekends and holidays.
10. Able to be flexible to handle frequent changes in priorities.
11. Able to prioritize tasks and complete assignments on time.
12. Able to report to work without being under the influence of or smelling of alcohol.
13. Able to operate different types of motorized vehicles, including but not limited to automobiles, vans, golf carts, and other all-terrain vehicles as well as ability to enter and exit vehicle multiple times daily.
14. Finger movement to write, use a computer and other office equipment.
15. Ability to sit, stand and walk; climb and descend indoor and outdoor stairs.
16. Ability to move, bend, stoop, kneel, reach, twist.
17. Ability to lift up to 40 pounds.
18. Above average memory retention and recall.
19. Ability to add, subtract, multiply and divide.
20. Ability to see near and far to drive vehicle.