

Tamarack, The Best of West Virginia is accepting resumes for Marketing Director.

Tamarack is a one-of-a-kind destination and attraction in West Virginia. Tamarack is a retail epi-center for WV juried artists while also offering an Appalachian culinary experience for travelers and locals alike. In addition, Tamarack has 178 seat theater for concerts, theatrical performances and more; our gallery is host to multiple exhibitions throughout the year including youth art shows. The conference center is 12,000 square feet to accommodate meetings, trade shows, weddings, fundraisers of all sizes and styles. The chosen candidate will engage in all marketing demographics which will require multi-levels of branding our unique destination and attraction. We are looking for that unique person to spread their wings, indulge in the analytics, increase our local brand awareness and traffic to grow our retail, dining and conference center sales.

Candidates must bring:

- Bachelor's degree in marketing or other relevant field
- 5 years of consistent experience running the operations of a marketing department
- A team spirit, willingness to collaborate and communicate with all departments
- Ability to develop and execute budget
- Advanced knowledge of social media including Facebook, Twitter, Yelp, Trip Advisor and more
- Analytical, strategic thinker, goal driven, and self-starter
- Ability to work in a team environment projecting quality communications
- Proven ability to work with digital marketing tools and channels
- Leadership experience
- Willing to participate in the community networking circuit.
- Ability to partner with local businesses to support the Tamarack brand by sponsorships, engagement with local CVB, Chamber of Commerce and other strategic businesses in the community.
- Understanding the expertise in the field of media buying for print, radio, social media and website marketing, etc.
- Willingness to work weekends, evenings and holidays when required/necessary.
- Strong ability to create, plan, produce and execute events to increase traffic and awareness to customer traffic and influence sales

Tamarack will provide:

- Cohesive teamwork environment
- An impressive PTO plan for first year employees including 7 paid holidays
- Excellent benefit package of medical, dental, eye, life, short and long term disability and a 401k Plan, retail and dining discount
- A respectable salary
- The executive team will provide strong leadership and guidance to help you succeed.

*This position is not conducive to a remote office/working environment.*