

JOB POSTING

Mill Town is a community investment group based in Pittsfield, Massachusetts, in the heart of the Berkshires. We focus on improving our region through impactful business investments, visible real estate projects, and broad community development efforts. **Our Mission:** To expand and improve the quality of life in the Berkshires. We work collaboratively to improve our community and region by investing in valuable projects, building connections, and empowering entrepreneurs and community organizations.

Job Overview:

Mill Town is seeking an experienced **Head of Marketing** to help establish and oversee our marketing goals. The right candidate will create, implement, and monitor effective marketing strategies that align with Mill Town's business goals. This position will focus mainly on our recreation, hospitality and leisure operating businesses including a ski resort, health & tennis club, a historic inn, a summer camp, and restaurant operations.

Our ideal candidate has an extensive marketing background and experience managing a variety of engagements and projects end-to-end, including digital marketing, PR, events, and paid advertising. The candidate will also oversee direct sales staff for various Bousquet operating entities. The Head of Marketing will report directly to the COO and will oversee internal and external marketing teams and efforts. Ultimately, the candidate will ensure that the marketing department's activities contribute to our company's long-term success.

Responsibilities:

- Develop and implement a cohesive marketing plan for each operating unit
- Set current and long-term goals
- Create and review the marketing department's budget with the operating units
- Oversee multiple websites including maintenance and buildouts with third parties
- Research new technology and platforms that would establish growth and awareness and are applicable to our various and unique properties and businesses
- Build relationships with media and stakeholders through creative PR strategies
- Create compelling marketing content for various marketing channels
- Monitor all marketing campaigns and adjust as required
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics for Mill Town and operating business leadership teams
- Conduct market research and analysis to identify challenges and opportunities for growth.
- Provide guidance and ideas to organize effective marketing events
- Forecast hiring needs for the marketing department
- Participate in the quarterly and annual planning of the company's objectives
- Track competitors' activities
- Utilize marketing technologies & analytics
- Optimize search and social media

- Create plans that synergize and drive revenue across lines of business
- Develop plans to grow direct marketing through email list development

Requirements:

- Bachelor's degree in Marketing, Business, or comparable field; graduate degree preferred
- Proven work experience as a VP of Marketing/Marketing Director or another senior role.
- Demonstrable experience designing and implementing successful marketing campaigns.
- Deep knowledge of SEO and web analytics
- Experience with digital marketing/social media tools and techniques
- Strong PR & event experience
- Strong work ethic & leadership skills.
- Excellent communications skills
- Team oriented and collaborative
- High level of emotional Intelligence
- Strong analytical and project management skills; data-driven
- Strategic mindset, with ability to make difficult decisions
- A life-time learner
- Community minded
- Understanding of the Berkshires leisure market is preferred