



JOB STATUS: FULL TIME
JOB TITLE: SALES & MARKETING MANAGER
FLSA STATUS: EXEMPT
WORK LOCATION: 1280 S. ANAHEIM BLVD., ANAHEIM, CA 92805
REPORTS TO: EXECUTIVE DIRECTOR
SALARY: COMMENSURATE WITH EXPERIENCE

GENERAL SUMMARY: Under general direction of the Executive Director, manages sales and marketing efforts for Anaheim Resort Transportation (ART). Provides management oversight for all sales, marketing, public relations and outreach efforts including coordination of sales with the lodging community; wholesale markets; on-line, web-based, and mobile application strategies; brand management with collateral materials development; and convention/group sales strategies. This position works closely with other internal disciplines (operations, administrative service and finance).

EXAMPLES OF DUTIES:

- Develops marketing and sales strategies with the hospitality community, wholesale markets and convention/group sales
- Develops packaging programs to increase sales
- Directs brand managements strategies
- Participates in sales missions to promote ART
- Based on sales performance develops, implements and revises marketing strategies
- Directs customer service inquires, conducts customer service surveys and responds appropriately, and in a timely manner, to develop future sales and marketing tactics
- Develops and implements on-line, social media and mobile application programs
- Coordinates work efforts with other internal disciplines with regard to performance and delivery of transportation services to the traveling public
- Develops and presents reports, feasibility studies on new products and recommends future outreach efforts
- Administers advertising contracts with ART partners and contractors
- Any other duties as assigned by the Executive Director

QUALIFICATIONS:

This position requires a combination of the following education and experience that provide the individual with the well-rounded knowledge, skills, and abilities in a variety of disciplines.

- Education: Bachelor's Degree in Business or Public Administration or a related field, with emphasis in Marketing and Sales
- Experience: Minimum of five (5) years in sales and marketing with demonstrated increased levels of responsibility and diversity of job-related functions
- Superior written, oral and presentation communication skills



- Excellent leadership and people management skills
- Should be able to identify trends in the market and design sales strategies and campaigns to respond to them
- Demonstrated experience in collateral material design and website/social media applications
- License or certificate: Must possess a valid California Driver's License

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS:

Travel outside of the office is required with respect to sales and marketing visits, workshops, sales missions and training, etc.

Works primarily in a typical, climate controlled office environment. Extended work hours and work on weekends and holidays may be required. While performing the duties of the job, the employee occasionally works in outside weather conditions. Standard physical activity includes, but is not limited to, sitting, standing, and walking activities. Essential and marginal functions require maintaining physical conditions necessary to carry/lift/push or pull loads up to 10lbs.

FORWARD RESUMES TO:

Anaheim Transportation Network
1280 South Anaheim Blvd.
Anaheim, CA 92805
714-563-5287 – phone
714-563-5289 – fax
Attn. Nicole Joseph
njoseph@atnetwork.org

ABOUT THE ART: ART's mission is to enhance transportation options by delivering reliable and efficient transportation solutions. Formed in 1995, as part of the expansion of The Anaheim Resort™ area, ART improves mobility and air quality in-and-around The Anaheim Resort and throughout Anaheim and neighboring cities. In addition, ART provides paratransit and Metrolink rail feeder services in Anaheim. ART's fleet of 74 buses includes electric, clean-burning propane and natural gas.

For more information on ART, please feel free to contact us at 888-364-ARTS or visit us at www.RideART.org.