



Position Title: Marketing Manager, Events (Full-time position)
Reports To: The Blue Mountains, Ontario
Department: Director, Marketing & Events
Marketing & Events

Are you a dynamic and creative marketing professional with a passion for arts, culture and sporting events? Join our team as Marketing Manager for our signature events and take charge of planning and executing unforgettable experiences!

KEY RESPONSIBILITIES

- Develop and implement innovative marketing strategies to drive attendance to our signature events including the Blue Mountain Film Festival, Guitar Trail Music Festival, Rainbow Ski Weekend, Salsa Festival, Apple Harvest Festival and Holiday Magic.
- Collaborate with cross-functional teams to ensure seamless event planning and execution.
- Manage budgets, track ROI, and optimize marketing efforts to achieve maximum impact.
- Utilize social media, email marketing, and other channels to reach a wide audience.
- Build strong partnerships with stakeholders, sponsors, vendors, and media outlets to expand event reach.
- Analyze market trends and competitor activities to stay ahead of the curve.
- Lead the signature Apple Pie Trail program including annual marketing plan, membership, and reporting.
- Steward the BMVA brand

REQUIREMENTS

- Degree in Marketing, Communications, or a related field.
- Proven experience in event marketing, with a track record of successful campaigns.
- Excellent communication and negotiation skills.
- Ability to work under pressure and meet tight deadlines.
- Strong analytical mindset with a data-driven approach.
- Expertise with various technology platforms, channels, and best practices, including social, digital, websites, Apps, email communication. Proficiency in MS Office, Adobe, etc.
- Proven customer service excellence
- A passion for creating unforgettable experiences and engaging audiences.

COMPANY CULTURE

We are a forward-thinking and collaborative team that values creativity, diversity, and innovation. Join us in a dynamic work environment where your ideas are valued, and your growth is encouraged.



APPLY NOW

If you're ready to make your mark in the events industry, send your resume and a cover letter outlining your relevant experience to info@bluemountainvillage.ca Join us on this exciting journey of crafting exceptional events that leave a lasting impact!

LOCATION

Our office is located in the heart of The Blue Mountains, Ontario minutes to mountain adventure, Georgian Bay and the vibrant communities of South Georgian Bay. This position is primarily on-site/in-office and requires local residency.

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