



Alaska SeaLife Center®
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The Alaska SeaLife Center, a non-profit organization generating and sharing scientific knowledge that promotes understanding and stewardship of Alaska's marine ecosystems is seeking applications for the following:

Sales and Marketing Manager

This position is responsible for the functions of marketing and sales at the Alaska SeaLife Center as a premiere visitor attraction in the travel and tourism industry.

Responsibilities (include but are not limited to):

1. Serves as the Center's lead on marketing and sales activities with various professional tourism companies and marketing associations.
2. Directs activities pertaining to promotion and sales, with emphasis given to group sales. Is also responsible for creating and maintaining a sales manual to include; policies, standard operating procedures and support procedures.
3. Works with the VP of Marketing & Philanthropy to create, place and track advertising as well as developing strategic plans, policies and advertising strategies.
4. Supervises the ticketing function of the Alaska SeaLife Center by supporting the ticketing supervisor, assisting in training ticketing staff and implementing functional reservation systems.
5. Monitors and provides analysis of marketing and sales effectiveness. Implements corrective measures, when necessary.
6. Develops annual sales initiatives, visitor projections and makes presentations to potential customers, both at the Alaska SeaLife Center and in external venues.
7. Serves as a member of the Marketing & Philanthropy team in all team functions including; facility rentals; local events, fundraising events, public relations, media relations, membership and fundraising.
8. Maintains a valid driver's license. Requires some amount of travel.
9. Fosters good relations with visitors, volunteers, community leaders, contractors, and fellow staff members by promoting positive attitudes, good will, cooperation, and providing high standards of service.
10. Complies with all Alaska SeaLife Center policies, procedures, and programs.
11. Performs other related duties as assigned.

Requirements:

Bachelor's degree in marketing or related field with five years experience in sales and tourism or equivalent. Ability to speak and write effectively and be comfortable meeting new people and interfacing with diverse interests. Customer service skills and experience necessary. Experience with Word, Excel, Access and computerized reservation systems. Ability to use computer based sales tools effectively.

This is a regular, full-time position. The SeaLife Center offers a competitive wage (DOE) with great benefits, in a beautiful setting.

Start Date: August 28th, 2010

Apply by: Open Until Filled

Send resume & application (downloadable at www.alaskasealife.org) to Human Resources, Alaska SeaLife Center, P. O. Box 1329, Seward, AK 99664-1329, or fax 907-224-6320, or email to HR [@alaskasealife.org](mailto:HR@alaskasealife.org).

www.alaskasealife.org

The ASLC is an Equal Opportunity Employer.