

Ski Train Marketing Job Description

For more information about Ski Train, visit www.anchoragenordicski.com/events/ski-train/

- Position is part time and seasonal; pay is a stipend TBD with possibility of additional commission based compensation for event sponsorships.
- Work directly with Ski Train Team and NSAA office, experience on the Ski Train as a participant preferred. Experience in communications and marketing preferred.
- Seeking self-starter motivated to improve Ski Train, sell out tickets and have 100% satisfaction, thus increasing revenues to NSAA to support Anchorage trails.

General Season Duties

- Preseason (August and September)
 - Establish mission, goals and objectives of Ski Train with NSAA staff and volunteer input
 - Assist in Ski Train budget and ticket pricing structure
 - Assist in Ski Train website page design
 - Coordinate with NSAA staff on Ski Train social media plan
 - Assist in seeking sponsorships and community partners
 - Communicate with Alaska Railroad on event details
 - Facilitate finalization of Ski Train logo
- Midseason (October – March)
 - Facilitate sponsorship details to ensure needs are met
 - Evaluate ticket sales and adjust marketing plan to maximize revenue
 - Provide regular Facebook and Twitter posts to generate buzz
 - Work with NSAA to write press releases and monthly newsletter articles
 - Assist in promoting Ski Train at NSAA Annual Meeting and other venues
 - Create value for families and NSAA education opportunities on the train
 - Oversee and assist in merchandise design and order
 - Communicate with Ski Train volunteer team for oversight on:
 - Alaska Railroad coordination
 - Boarding, manifest, food car, loading/unloading
 - Anchorage Nordic ski patrol, polka band, security staff
 - Assist in monitoring event expense budget
- Post Event
 - Report impact to sponsors, donors and partners with thank you
 - Evaluate event successes and weaknesses with survey participants
 - Note opportunities for improvements for next year
 - Review final program budget
 - Provide NSAA Board of Directors a season summary