Job Summary:
This is a full-time position reporting to the Director of Sales & Marketing. This position is responsible for the planning, development, execution and management of tourism programs consistent with, and supportive of, the overall tourism business objectives of Six Flags Magic Mountain. This position will play a pivotal role guiding and growing advertising, sales, and publicity initiatives in the tourism space and interfacing with key stakeholders. This position is accountable for delivering superior service, representing the company to the global tourism industry, and adhering to Six Flags brand standards.

Duties & Responsibilities:
- Develop and execute industry leading tourism programs that meet and exceed attendance and revenue goals centering on business objectives
- Develop and maintain working relationships within tourism marketing industry
- Manage details of key tradeshows, sales missions, and any tourism events
- Provide insight to management regarding attendance planning, forecasting, and assist in budget development including model generation and historical research
- Supervise tourism team through proper training, goal setting, and delegation of tasks, ongoing communication of park and company strategies as well as professional development
- On a timely basis, provide complete strategic plans as well as status reports relating to current and future activities within tourism functions
- Ensure tourism strategies are tactically executed in a timely manner and within budget
- Execute marketing functions as part of tourism campaigns and provide updates for partner communication and sales channels
- Analyze and communicate the results and trends of tourism sales and attendance by market
- Handle special projects or other duties as assigned

The Ideal Candidate possess:
- Bachelor’s degree in Business, Marketing, Communications, or equivalent experience
- Five or more years of successful experience in a tourism environment
- Ability to function effectively both independently and as a team in a fast-paced environment
- Solid background and knowledge of all facets of tourism marketing. Southern California experience highly desirable
- Strong ability to acquire knowledge quickly in terms of existing and prospective business needs and seek out opportunities that drive incremental tourism attendance
- Ability to work a flexible schedule including nights, weekends, and holidays
- High energy, self-motivation, ability to motivate others, strong leadership skills, effective interpersonal skills and the ability to multi-task
- Strong financial skills to monitor tourism programs and ensure strong ROI
- Strong work ethic and attention to detail with outgoing personality and excellent interpersonal skills
- Experience with Microsoft Office, Salesforce, and management of digital marketing assets
- Must be willing to travel for relevant meeting and conferences
- Foreign language skills a plus

Interested candidates should apply online at www.sixflagsjobs.com.

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