



“... to forever protect the classic Mad River Glen skiing experience by preserving low skier density, natural terrain and forests, varied trail character, and friendly community atmosphere for the benefit of shareholders, area personnel and patrons.”

Marketing Director Job Description

Position Title: **Marketing Director**

Department: **Administration**

Supervisor: **Matt Lillard, General Manager**

Date: **June 12, 2026**

Job Posting:

Mad River Glen is seeking a Marketing Director to direct and manage all facets of marketing including communications, events, brand management, and public relations at the Mad River Glen Cooperative. Mad River Glen’s Marketing Director serves as the face of an iconic ski area with a long history of excellence in the ski industry. The Mad River Glen Cooperative is in one of its most important periods having recently sold out of shares, purchased over 1,100 acres of neighboring land, and now regularly selling out of passes, programs, and lift tickets on popular days. The Marketing Director will play a vital role in shaping the Cooperative’s future, setting the strategic vision for the ski area in conjunction with the management team and Board of Trustees, and owning the full marketing function of the ski area and Cooperative. . The Marketing Director is the primary contact for all communications with skiers, shareholders, the community at large, employees, and the ski industry. The Marketing Director manages the snow reporter, events staff, and volunteers to ensure seamless integration across all aspects of ski area operations. The Marketing Director is a member of the senior management team whose influence extends well beyond marketing into strategy and guest experience and plays an integral role in accomplishing the mission of the Mad River Glen Cooperative. We are first and foremost stewards of the mountain, and along with its passionate community of owners and skiers, our mission is to forever protect the classic Mad River Glen Skiing experience.

The ideal candidate has a deep love of skiing and Mad River Glen and is an active leader with the ability to translate vision into measurable results. This leader sets direction and manages an integrated marketing plan that delivers brand experience, drives engagement, and leads to financial sustainability of the ski area. Equally important, this leader is a builder and a doer. This is a hands-on leadership role where senior leaders contribute actively to the work and experience at the ski area.

Beyond ski area operations, the Marketing Director is the representative and voice of the ski area and Cooperative extending deep into the community and ski landscape. Mad River Glen plays an

important role in representing independently owned and operated ski areas and the Director should embrace Mad River Glen's role.

With taglines over the years like "To ski better, ski the mountain better skiers ski!", "A particular place for particular skiers", "A place where skiing is a sport, not an industry", and the now world famous "Mad River Glen Ski It If You Can", Mad River Glen has never embraced a traditional role in the skiing landscape. The same principles apply to our marketing. The Marketing Director should embrace our uniqueness and be prepared to go beyond traditional marketing to bring our mission to life.

To apply please send a cover letter/letter of interest and resume to Matt Lillard, General Manager, via email at matt@madriverglen.com or mail at PO Box 1089, Waitsfield, VT 05673. For a detailed job description click here. For more information contact General Manager, Matt Lillard at 802-496-3551 ext. 114

Job Summary

- The Marketing Director reports directly to the General Manager, is a full-time, year-round, salaried position, is part of the Cooperative's senior management team, and is responsible for all marketing, communications, and events at Mad River Glen. Marketing at Mad River Glen includes brand management, snow reporting, web and social media, advertising, public relations, events, and community and shareholder engagement. The Director is a "hand-on", community-driven leader with a passion for preserving and protecting the Mad River Glen ski experience. The Marketing Director is responsible for developing and meeting a budget for the department, growing revenue, and developing marketing programs and events that fit the mission of the Cooperative. The Marketing Director is a very public position with extensive contact with skiers, staff, community members, the ski industry and Cooperative shareholders. The Marketing Director is a primary leader among cooperative staff in setting the tone and atmosphere of the skiing experience at Mad River Glen. The Director has a strong passion for skiing and Mad River Glen.

Essential Functions

- **Creative and Brand Strategy:** Own ski area brand direction with a focus on key differentiators, customer motivators, target audiences and community engagement.
- **Community and Shareholder Engagement:** Our communities are our biggest strength. Develop programs and initiatives to enhance engagement and create valued experiences for our communities.
- **Earned Media:** Direct ski area earned media strategy and narrative, including PR, athlete and ambassador programs, and influencer marketing. Leverage resources for PR execution and broader storytelling amplification.
- **Digital Marketing Strategy and Content:** Lead the ski area's digital and paid media strategy, priorities, and budget allocation across channels. Develop and manage website, execute social media strategies (Instagram, Facebook), create email campaigns, and manage SEO/SEM campaigns (Google Ads).
- **Snow Reporting:** Direct and manage the snow reporting program and staff to continue the long history of reliable, honest and engaging snow reporting.
- **Lifecycle Marketing:** Drive repeat visitation, guest retention, and lifetime value.
- **Product Marketing and pricing:** Partner with ski area departments and stakeholders to drive growth across area products and programs, including passes, tickets, lessons, seasonal programs, rentals, retail, daycare and F&B. As a member of a team develop cohesive pricing across ski area products.

- **Partnerships:** Represent the ski area across pass, brand, and marketing partnerships. Build and manage third-party relationships that drive shared marketing value and enhance the ski experience. Foster and maintain relationships with key ski industry stakeholders.
- **Financial and Business Acumen:** Own the annual resort marketing budget and lead financial performance and ROI across all marketing initiatives. Allocate spend across channels based on return and performance.
- **Promotions & Events:** Develop, direct and manage on-mountain events, promotions, and special events to boost traffic and increase skier and community engagement.
- **Public Relations:** Primary contact for the ski area and Cooperative and the voice and face of the ski area.
- **Mountain Host and Volunteer Programs:** Manage and develop programs to drive engagement and enhance the Mad River Glen experience.
- **Senior Leadership:** Actively participate in the management of the Cooperative to fulfil its mission. Be a strong presence on the mountain throughout the season with a goal of enhancing the ski experience through active participation.
- **Other duties as assigned:** This job description is an overview of the scope of responsibilities for this job and is not intended to be an inclusive list of job tasks and expectations. This position must be prepared to accept new responsibilities and transfer others.

Customer Service Expectations

- The Marketing Director has frequent customer contact and is expected to maintain a high level of customer satisfaction.
- The Marketing Director is a primary point of contact for the ski area and Cooperative. The Marketing Director will need to lead by example and provide outstanding customer service.
- The Marketing Director is required to have regular contact with internal staff.

Required Knowledge, Skills and Qualifications

- Four-year college degree, Marketing or Business emphasis preferred
- 4+ years of ski area marketing or related experience
- 2+ years in a management role, preferably ski area management
- Demonstrated ability to work cross-functionally with various teams and external partners to deliver results
- Experience in resort, hospitality, sports, experiential, or destination marketing preferred
- Excellent project management, prioritization, and communication skills
- A love for the Mad River Glen ski experience and the Mad River Glen Cooperative community
- Intermediate level skier, expert preferred
- Strong oral and written communication skills
- Detail oriented and excellent organizational skills
- Expert knowledge of website management and social media platforms.
- Working understanding of computers with proficiency in MS Office Products (Excel, Outlook, Word) and Google Suite (GDrive, Docs, Sheets)
- Ability to work well with staff, other departments, and the public
- Ability to deal with stressful situations involving customer contact and a fast-paced, highly variable, weather-based business

Work Environment, Physical and Mental Demands

- Fast-paced, high-energy environment during ski season requiring work on weekends and holidays.
- High potential for long days during ski season.

- Work is performed both indoors in an office environment and outside in all weather conditions.
- Work will require managing stressful situations involving a wide range of guests and a large, varied workforce.
- Ability to safely lift and carry up to 40lbs
- MRG employees are required to perform alternate functions from time to time, both within and outside of their assigned department, particularly during peak periods such as holiday weekends

Schedule

- This is a 1.0 FTE position with full-time, year-round work. The position is categorized as a full-time, year-round (FTYR) position. The ski season is December through April. The winter schedule includes weekends and holidays, is fast paced and demanding, and can include extended hours. The off season, May through November, is generally Monday through Friday with weekends based on events and ski area programming.

Pay and Benefits

- This is a salaried position with year-round benefits commensurate with a Full-Time, Year-Round (FTYR) employee. Benefits include health and dental insurance, paid time off, and participation in the Cooperative’s 401(K) plan. Health benefits include either joining the Mad River Glen health plan or a compensated Opt-Out option. Eligible for free season passes for yourself and dependents. Eligible for all employee discounts and will receive a VSAA Gold Card.
- Pay Range: \$65,000-\$80,000 DOE

Supervisory Authority

Planning and assigning work: Yes
 Training: Yes
 Evaluating job performance: Yes
 Interviewing: Yes

Hiring: Yes
 Disciplining: Yes
 Firing: yes
 Recommending wages/salaries: Yes

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. This is not an exhaustive list of all responsibilities, duties, and skills required. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed.