

Senior Marketing Manager, Unlimited Vacation Club

The Unlimited Vacation Club Senior Marketing Manager will develop and execute the marketing strategy for the UVC in line with the brand standards established by AMResorts. (S)he will be responsible for maximizing the positioning and performance of the UVC product and effectively driving revenue and increasing the bottom line. The UVC Senior Marketing Manager will report to the AMResorts Director of Marketing.

Responsibilities include:

- Develop and execute the marketing strategy for the Unlimited Vacation Club.
- Identify trends in the market and proactively adjust strategy to ensure highest impact.
- Collect and analyze competitive intelligence (e.g., marketing programs/campaigns) to assist in the enhancement and development of current and future marketing strategy.
- Gather and summarize data for reports, find solutions to various problems, prioritize work, and meet deadlines.
- Interact and communicate with individuals at all levels of the organization (both in corporate and field offices)- requiring excellent verbal and written communication skills.
- Strategize and develop all promotional UVC member marketing promotions, including digital ads, newsletters, emails, presentations, etc.
- Ensure content on UnlimitedVacations.com is in line with program strategy.
- Oversee execution of all print collateral including membership point of sale brochures, welcome kits, etc.
- Manage creative execution and approvals with dedicated UVC designer.
- Manage relationship and business strategy with RCI, and oversee execution of all partnership initiatives.
- Manage communications for the program through internal and external vendors, including but not limited to social media (English and Spanish) and public relations.
- Responsible for continuous ROI reporting and tracking as it pertains to UVC marketing promotions
- Responsible for leading, motivating and developing a team.
- Various projects that are assigned on an as needed basis.

Education & Required skills:

- Bachelors or equivalent 4-year degree.
- Minimum of seven years of marketing experience, including three pertaining to timeshare marketing.
- Proven ability to develop strategic direction by analyzing current business results and anticipated business conditions.
- Strong goal orientation and advanced knowledge of vacation ownership marketing concepts.
- Experience identifying and resolving problems arising from external relation management, policy/procedural changes, etc.
- Superb written, verbal and presentation skills with experience conveying information in a clear, focused and concise manner.
- Ability to negotiate vendor contracts to secure the best terms for the company.
- Strong and proactive decision making ability and problem resolution skills.

- Strong copywriting and proof-reading skills needed.
- Must be very organized, detail-oriented and great at multi-tasking.
- Self-directed and independent but works as a team player.
- Bilingual Spanish strongly preferred.
- Some International and domestic travel required.

Apply through our link: www.amresorts.com/about/career or email resumes to Shari Kourahanis at skourahanis@AMResorts.com