

American Heritage Railways Job Posting



Would you have been one of the rugged, eager-to-get-your-hands-dirty, unafraid-of-being-off-the well-traveled-path individuals who explored new frontiers in the late 1800's as railroads opened personal and professional opportunities across America? If so, you just may be the passionate, high-energy, rock-solid, calm-in-the-storm, entrepreneurially-minded marketing professional American Heritage Railways wants to hire for its new Head of Marketing/Sales position!

[American Heritage Railways](#), the premier tourist rail operator and the industry expert in rail-related special event management is growing rapidly, diversifying its operations and looking for a proven marketing professional to lead throughout its entire business. AHR cares deeply about the customers we serve and the history we preserve. Are you interested in sharing our passion? After reviewing the job description below if this is a position that you would like to interview for please email your resume and a separate cover letter Word or PDF document specifically addressing why you could be our candidate of choice for this position to recruiting@americanheritagerailways.com. Posting will be open until filled. EOE

Job Description

Job Title: Head of Marketing/Sales

Reports To: AHR GM/Exec Team

Type of position: Exempt / Salaried **Employee Classification:** Regular

Job Summary: Lead full marketing/sales function and brand management for AHR companies including awareness, acquisition, activation, revenue, retention, referral, partnerships, branding, PR and communications across traditional, trade and digital platforms. Drive ROI based decision making and creative thinking at all levels of marketing and sales throughout AHR flowing seamlessly back and forth between management and hands on operation demonstrating marketing accountability throughout AHR.

Essential Duties and Responsibilities:

- Lead AHR and its companies to adeptly develop, articulate and evolve a brand that differentiates itself in a fast-paced and competitive landscape.
- Using a variety of research methods provide AHR senior management, marketing teams and company leaders insights about tourism trends, AHR customers, potential customers, brand strength and competitive performance.
- Utilize critical market and competitive research to segment and define target markets
- In conjunction with AHR marketing staff develop strategic narratives to be used at each AHR entity ensuring clear and powerful messages about brand, product and value proposition to each market segment including travel trade.
- Assist each AHR company marketing/sales team to design roadmaps for brand expansion and revenue growth.
- Prepare/execute annual AHR marketing and sales plan and budget; collaborate with each AHR entity in the creation / execution of an annual marketing and sales plan and budget that meets company projections
- Review and evaluate current and developing marketing tools and technologies for implementation across AHR where appropriate, considering business needs and ROI, leveraging them in the most effective manner.
- Oversee AHR media relations providing factual and compelling PR and communications messages to relevant industries, and markets.
- Collaborate with AHR marketing teams to identify, track, and regularly report marketing's Key Performance Indicators using current and future sales, trends and analytics taking action where needed to ensure business projections are met.
- Develop & manage external vendor relationships for marketing services utilized across multiple AHR companies.
- Provide full marketing function and services as needed for AHR companies or events without a dedicated marketing staff.
- Other duties/projects/assignments as requested by the AHR Executive Team/AHR Ownership.

Education, Skill & Work Experience Requirements

- Personal Attributes: High energy, can do, entrepreneurial “own the outcome” mindset; engaging collaborative leader; strong analytic thinker obsessed with process improvement; passionate about developing talent; fosters a culture of pride in flawless execution with timely delivery.
- 10+ years direct experience in consumer product marketing / brand experience within the tourism industry.
- 6+ years managerial experience building, leading and mentoring marketing and sales teams with a proven track record of high impact results.
- Demonstrated results creating content and delivering it in new paths across multiple lines of business.
- Successful brand architecture development and consumer segmentation experience.
- Ability to see long term business implications and marketing’s role relative to the big picture.
- Bachelors degree in marketing or related field.