

## Marketing Manager – Trio

Trio is Oskaloosa's premier venue for sports, food, and films. Opening in fall 2024, Trio offers a welcoming atmosphere for guests of all ages to play tennis, pickleball, and simulated golf. We also have a three-screen movie theater where our guests can catch all of the latest cinematic attractions while enjoying up-scale seating and concessions. Trio offers a casual dining experience within the restaurant and bar as well as outdoor seating and an indoor lounge area.

We are excited for our guests to experience our top-of-the-line service throughout the venue. We will offer delicious lunch and dinner menus, local craft ales and lagers, and hand-crafted cocktails. Guests can book play time in our sports areas by the hour and we'll offer leagues for the real enthusiast! Our theater concessions are the best around to go with the latest blockbusters.

The Trio Marketing Manager role will be expected to coordinate the marketing of the venue. The position requires an individual who can multitask, create editorial and content creation calendars for various media platforms, monitor the marketing budget, determine target audience needs, and review the success of each campaign.

### Marketing Manager Key Skills

- Managing and working within a team
- Problem-solving and relationship-building skills
- Excellent time management
- Passion for providing gold-standard hospitality to guests
- Integrity to make the right decisions for the organization, staff, and guests
- The highest standards for food and beverage hygiene, sanitation, and safety
- Excellence in leadership – always setting an example with your actions

### Marketing Manager Responsibilities

- Conduct market research to determine a target audience's needs, wants, habits, interests, and other relevant factors used in creating targeted marketing campaigns
- Create editorial and content creation calendars for various media platforms and outlets
- Organize promotional events and coordinate with FOH Manager to ensure proper staffing levels
- Brainstorm fresh advertising ideas with senior management
- Work closely with Fridley to manage movie and theater scheduling
- Schedule leagues for tennis, pickleball, and golf
- Develop ways to engage staff to be more involved in sales goals
- Maintain company culture and staff morale
- Ensure guest satisfaction

- Promote each of the facets of the business (bar, dine-in restaurant, events, meetings, sports, leagues, films) and find ways to create more revenue for each
- Day-to-day Golf Simulator Operations
- Perform other job-related duties as assigned

#### Must Have

- Marketing background: Preferred
- Microsoft Office Suite Skills
- Social Media knowledge
- Positive attitude and excellent communication skills
- Passion for hospitality and excellent service
- People/delegation skills
- Excellent time management
- Bilingual English/Spanish: a plus

#### Physical Requirements

- Bending, carrying, climbing, lifting, pushing-pulling, reaching, sitting, standing, walking
- The ability to lift up to 25 pounds regularly
- The ability to sit, stand, or walk for long periods of time

#### Working Conditions

- May include extremes of temperature and humidity
- Hazards include stairs, heat from kitchen equipment, sharp objects, slippery floors

#### Compensation

- \$17.00 to \$20.00 per hour
- Other benefits will be discussed during the in-person interview

#### Reports To

- General Manager of Trio

#### Terms of Employment

- At Will