



Job Description

Position: Director of Marketing & Sales

Reports to: General Manager

Oversees: Marketing and Sales Department

Job Classification: Exempt, full-time, year-round

EPIC Waters and ARM-EPIC, LLC requires 100% commitment from every associate to uphold our core values and mission. Regardless of your position or role, you must display “over the top” hospitality to guests and fellow team members that goes beyond standard expectations. You must act with integrity, deliver a quality performance, be a positive influence on your team, act disciplined and professional, have accountability and ownership for your role, and work with a smile.

Job Scope/Summary:

The Director of Sales & Marketing is responsible for driving revenue growth, increasing attendance, enhancing brand visibility, and strengthening market presence for Epic Waters Indoor Water Park. This leadership role oversees all sales and marketing strategies, initiatives, and performance, increasing guest spending, and achieving profitability goals.

This position leads the development and execution of comprehensive sales and marketing plans, builds and maintains strong relationships with corporate partners, group clients, and community stakeholders, ensuring long-term growth and repeat business opportunities.

The Director also manages the day-to-day leadership, accountability, and performance of the sales and marketing team while collaborating closely with executive leadership, including the CEO and Chief Marketing Officer of American Resort Management. The ideal candidate is strategic, hands-on leader with a high level of professionalism, independence, collaboration skills, and guest focused mindset dedicated to delivering measurable business results.

Essential Responsibilities and Function:

Marketing Leadership, Brand Stewardship & Public Relations

- **Brand Management & Creative Oversight:** Serve as the guardian of the Epic Waters brand, ensuring consistency in visual identity, voice, and messaging across all platforms. Oversee and approve all major marketing and creative assets, including campaigns, collateral, signage, and digital content.
- **Integrated Marketing Strategy & Campaign Execution:** Lead the development and execution of integrated marketing campaigns across all channels, including digital, social, email, website, paid media, events, and traditional advertising (TV, radio, print). Ensure all campaigns align with revenue goals, timelines, and budget parameters.



- **Digital & E-Commerce Optimization:** Oversee all digital sales channels and platforms, including website performance, ticketing systems, and third-party distribution. Continuously optimize the online guest journey, conversion rates, and upsell opportunities to maximize revenue.
- **CRM, Segmentation & Lifecycle Marketing:** Lead data-driven marketing initiatives, including audience segmentation, lifecycle campaigns, and retention strategies designed to increase repeat visitation, guest loyalty, and lifetime value.
- **Public Relations & Media Leadership:** Serve as the primary media spokesperson for Epic Waters. Develop and maintain relationships with media outlets, influencers, and community partners. Oversee press releases, media outreach, and PR strategy, ensuring strong visibility and positive brand positioning.
- **Community & Industry Engagement:** Represent Epic Waters at trade shows, networking events, civic organizations, and industry associations to build brand awareness, generate leads, and strengthen community and regional partnerships.
- **Agency & Partner Management:** Manage relationships with external agencies, vendors, and partners, ensuring alignment with brand standards, strategic objectives, and performance expectations. Monitor effectiveness and ROI of all external partnerships.

Market Intelligence, Competitive Positioning & Cross-Functional Collaboration

- **Competitive & Market Intelligence:** Conduct ongoing analysis of regional competitors, industry trends, booking patterns, and demand drivers. Monitor pricing strategies, promotions, and market positioning to maintain a competitive advantage and inform strategic decisions.
- **Local Market Awareness:** Maintain strong awareness of local events, tourism trends, economic conditions, and community developments, adjusting strategies to capitalize on opportunities that impact attendance and revenue.
- **Cross-Functional Revenue Collaboration:** Partner closely with the Director of Revenue to support on-property revenue strategies, including packaging, bundling, and promotion of premium offerings such as cabanas, food & beverage, and retail ensuring alignment between attendance growth and per-cap spending.
- **Event & Programming Alignment:** Collaborate with the Director of Entertainment & Events to support the development and promotion of attendance-driving events, seasonal programming, and special activations, ensuring alignment with overall marketing and revenue strategies.
- **Operational Alignment & Communication:** Ensure consistent and effective communication between Sales & Marketing and Operations, Food & Beverage, and Retail



teams. Provide timely and accurate information regarding group bookings, events, and promotions to support seamless execution and exceptional guest experiences.

Strategic Revenue Leadership & Oversight

- **Strategic Leadership & Revenue Optimization:** Partner with the General Manager and executive leadership team to define and execute Epic Waters' pricing, positioning, and total revenue strategy. Leverage dynamic pricing, seasonal programming, promotional offers, and demand-based strategies to drive attendance growth, maximize per-cap spending, and achieve overall revenue and profitability goals.
- **Annual Planning, Forecasting & Execution:** Lead the development and execution of the annual Sales & Marketing Business Plan, including a comprehensive 12-month promotional and sales calendar, budget allocation, and clearly defined KPIs tied to attendance, revenue growth, per-cap performance, and ROI. Develop and manage rolling 30-, 60-, and 90-day action plans to ensure agility and consistent achievement of targets.
- **Department Leadership, Performance & Culture:** Provide strategic leadership and daily direction to the Sales, Marketing, and Creative teams, including hiring, training, coaching, and performance management. Establish clear KPIs, accountability standards, and performance expectations to ensure consistent execution and results. Foster a high-performance, collaborative culture that promotes ownership, innovation, and continuous improvement, while building strong cross-functional alignment to support the overall guest experience.
- **Budget Management & ROI Optimization:** Oversee and manage the full departmental budget with a focus on fiscal responsibility, efficiency, and measurable return on investment. Continuously evaluate and optimize marketing spend, sales initiatives, and resource allocation to maximize revenue impact.
- **Performance Analytics, Insights & Reporting:** Oversee performance tracking and reporting across all channels, including attendance trends, campaign effectiveness, conversion rates, and revenue performance. Provide regular, actionable insights and strategic recommendations to leadership using tools such as Google Analytics, CRM platforms, and ticketing data systems.

Sales Leadership, Business Development & Account Management

- **Sales Strategy & Pipeline Management:** Lead the development and execution of sales strategies across all key segments, including groups, corporate events, schools, youth organizations, non-profits, and community partners. Oversee a structured sales pipeline, ensuring strong lead generation, tracking, conversion, and forecasting practices.
- **High-Value Business Development:** Actively identify, solicit, and secure high-impact revenue opportunities, including large-scale group bookings, corporate partnerships, full-

facility buyouts, school district agreements, and regional sponsorships. Provide strategic direction to the team on both “whale” accounts and day-to-day sales opportunities.

- **Sales Activity & Performance Accountability:** Establish and enforce sales activity standards, including call volume expectations, lead follow-up timelines, reporting cadence, and conversion benchmarks. Ensure all sales efforts are documented and tracked through CRM and reporting systems, maintaining a disciplined and results-driven sales culture.
- **Lead Management & Proposal Development:** Ensure all inbound inquiries and leads are handled with urgency, professionalism, and quality, including timely follow-up, proposal creation, contract development, and negotiation to maximize conversion rates.
- **Account Management & Retention:** Cultivate and maintain strong relationships with existing accounts and key partners to drive repeat business and long-term value. Continuously qualify and re-qualify accounts, ensuring alignment with business goals and identifying opportunities for growth.
- **CRM & Database Integrity:** Oversee CRM strategy and execution, ensuring accurate data management, segmentation, and reporting across all accounts, leads, and guest interactions. Maintain data integrity to support effective sales and marketing efforts.

Position Specific Requirements- Knowledge, Skills, and Abilities:

- Bachelor’s Degree from an accredited institution plus a minimum of eight (8) years of experience in Marketing and Sales within the hospitality, entertainment or resort industry.
- Working knowledge of modern marketing and sales technology, including: CRM, Google Analytics and digital performance tools, website and e-commerce optimization principles, POS and ticketing systems, Project management and creative workflow tools.
- Proven track record of driving attendance growth, revenue performance, and brand expansion, based on consumer behavior, market trends within hospitality space.
- Demonstrated success analyzing, developing and executing integrated sales and marketing strategies that deliver measurable results.
- Proven ability to build, lead, and develop high-performing teams, balancing strategic direction with hands-on execution.
- Skilled in fostering a culture of accountability, creativity, and results.
- Advanced negotiation, presentation, and closing skills, with a demonstrated ability to secure large-scale corporate partnerships, group business, and high-value accounts.
- Exceptional verbal, written, and presentation skills, with the ability to confidently communicate strategies, insights, and results to senior leadership, ownership groups, and external partners.

Safety & Emergency Awareness:

- Employee has a thorough understanding of all emergency plans, safety, and operating procedure standards, particularly regarding guest handling and service during emergencies



- Employee must follow all procedures and immediately report any incidents or injuries to Supervisors, Directors, or Managers on Duty (MODs)

Physical, Schedule and Work Requirements

- Ability to stand, walk, and move for extended periods of time
- Comfortable working indoors in warm, active environments
- Mobility to navigate the property for site tours, meetings and operational oversight
- Ability to lift, carry, or move equipment as needed.
- This is a full-time, salaried leadership position requiring a flexible schedule. Regular presence is expected during peak seasons, weekends, holidays, and major events/activations to support operational execution and guest experience.
- Occasional travel is required for regional sales efforts, corporate meetings, industry events, and partnership development, including visits to key feeder markets. Approved business expenses, including mileage and meals incurred during travel, are reimbursed in accordance with company policies.

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Please note: This job description serves as a guide for new associates to understand their role and what is necessary to fulfill the responsibilities of this position. It is not a complete list of every task that may be required in this job role. Job tasks may change from time to time, with or without notice, at the discretion of Epic Waters and ARM-EPIC, LLC.

I have read and understand the content contained in this job description and have addressed all questions or concerns related to the requirements of this position.

Associate Signature: _____ Date: _____

Management: _____ Date: _____

Epic Waters and ARM-EPIC, LLC offer Equal Employment Opportunity to all applicants and employed associates without regard to race, color, religion, gender, sexual orientation or preference, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Selection is based on the candidates whose background and qualifications best match the knowledge, skills and abilities expected for the position as determined by the hiring manager.