

# White Pass Ski Area – Marketing Careers

We believe in adventure, joy and authenticity. As a family-first, locally rooted ski area, we are looking for a team to help tell our story with a particular emphasis on our desire to become the best place to learn Snowsports in the Pacific Northwest. White Pass provides excellent experiences through managed capacity every day of the season.

---

## Marketing Manager

Location: White Pass, WA

Type: Full-time, October – April; May – September negotiable

Reports To: Skier Services Director and General Manager

### About the Role:

Drive the day-to-day execution of the White Pass brand through strategic and creative marketing. As our Marketing Manager, you'll help tell the story of White Pass to the Pacific Northwest and beyond — from first turns to après-ski — ensuring every message reflects our tone: real, adventurous, and community-driven.

### Key Responsibilities:

- Plan and execute seasonal marketing campaigns
- Analyze campaign performance using tools like Google Analytics and Meta Business Suite; make data-informed adjustments to improve ROI
- Coordinate cross-channel content development including design, copywriting, video, and photography
- Manage social media channels (Instagram, Facebook, etc.) and create engaging content aligned with seasonal priorities
- Oversee production and distribution of email snow reports and newsletters
- Maintain and update content on [skiwhitepass.com](https://skiwhitepass.com), ensuring accuracy and SEO best practices using our CMS
- Manage digital asset libraries and brand guidelines
- Collaborate with internal departments and partners to promote and support all events, including race programs, terrain park features, and community gatherings
- Engage with regional media and marketing partners to amplify reach and brand awareness

**Preferred Experience & Skills:**

- 3–5 years of hands-on marketing experience
- Strong storytelling ability across written, visual, and digital formats
- Experience with CRM tools (e.g., Mailchimp, HubSpot), analytics dashboards, and social scheduling platforms (e.g., Later, Hootsuite)
- Familiarity with Adobe Creative Suite, Canva, or other content creation tools
- Background in outdoor recreation, tourism, or seasonal resort operations a plus
- Self-motivated, highly organized, and comfortable in a fast-paced environment

**Compensation:**

\$33.50 - \$39.50 / hour, depending on experience. Includes a season pass and industry perks.

**Apply:**

Send resume and cover letter to: [HR@skiwhitepass.com](mailto:HR@skiwhitepass.com) with MARKETING in the subject line.