



Employment Opportunity

## Director of Event Management and Marketing

Gilbert / Chandler

---

**Job Title:** Director of Event Management and Marketing

**Reports to:** Operations Manager

**Location:** Alta Climbing and Fitness - Gilbert / Chandler

Director of Event Management and Marketing role is responsible for delivering against the gym's goals of marketing initiatives and setting the standard for completed, timely, vendor/community-ready work. As an event manager, they also are responsible for coaching and guiding fellow team members in a way that propels the collective team forward while offering assistance where it is needed. They are open communicators, joining together and working cohesively with cross-functional teams.

This role reports to the Alta's Operations Manager. The Director of Event Management and Marketing works closely alongside gym owners, stakeholders, vendors and staff in a collaborative nature and participates in a personalized leadership development program.

At Alta we are down to earth, fun, family-oriented people who **Always Live The Adventure**, and want to help others live it too!

### What You'll Do:

- **Responsible for** leading grassroots marketing to integrate the gym into the local community and drive new customer acquisition, conversion to membership and member retention. Delivering high quality, on-time work that achieves gym marketing goals; owning existing and new marketing initiatives; leads event management organization and recommendations; and promoting overall team unity. Create and maintain marketing touchpoints within RGP's email system.
- **Accountable for** moving work forward within teams and stakeholders; solutioning with the team, offering training and assistance when needed; and developing strong relationships with vendors and partners. Work with the management team to create a calendar of events, workshops, specialty programs, partnerships, retail demos, and local happenings to drive customer engagement, and proactively manage those events.
- **Consulted on** marketing strategy; team members' growth and personnel updates; **Informed on** higher-level marketing growth and related budget decisions; event management
- Leads weekly marketing status meetings, serving as the leader in solutioning current issues
- Leads relationship building moments with vendors, gym members, and climbing community as an industry expert and trusted partner

3193 South Ranch House Court  
Gilbert, AZ 85295  
(480) 525-ALTA



- Contributes to marketing and event management process improvement initiatives, as needed
- In coordination with the stakeholders, assists with reporting platform management improvements and attends monthly marketing performance meetings

## Who You Are:

- **Quality of Work:**
  - Consistently delivers done, vendor/community-ready work, ideas, or concepts, on-time and with pride
  - Consistently hits marketing metrics and goals
  - Proactively communicates with team members when deadlines or projects are at risk, coming with solutions and asking for help as needed
- **Relationships:**
  - Seen as a leader on the team, bringing the voice of marketing and event management expertise to all internal and project meetings
  - Proven ability to cultivate strong relationships based in mutual respect and trust with peers
  - Cultivates strong relationships with gym stakeholders, gym members, climbing community, and vendors and utilizes those relationships when appropriate to increase efficiency and creativity in the role
  - Proven ability to bring people together around a common goal or idea
  - Makes each gym and/or climbing community member feel important and seen as a strong, reliable, and accessible resource they can rely on
  - Makes each team member feel seen and heard, working together to achieve solutions
  - Skillfully navigates difficult conversations with stakeholders, providing clear concise feedback that drives the project forward while remaining empathic to situations
- **Communication:**
  - Consistently celebrates personal, team and company wins
  - Communicates proactively with team members, reaching across divisions to create unity
  - Leads critical conversations, holding team members and themselves accountable to the outcomes of those discussions
- **Strategy:**
  - Has the best interest of the business in mind, seeing the bigger picture beyond the immediate to-dos
  - Proven ability to prioritize time and projects, always seeking clarity on priorities when questions arise
  - Offers continuous insight into talent, campaign, and content strategy
- **Training:**
  - Ability to train new team members, contractors, and interns on team processes and provide clarity where questions exist
- **Coaching:**
  - Trusted by team members and contractors to provide clear, concise feedback and coaching on deliverables
- **Negotiations:**
  - Approaches negotiations strategically and confidently, with a win/win mindset, using efficient and kind communication
  - Proven ability to pivot approach and adapt quickly

**3193 South Ranch House Court  
Gilbert, AZ 85295  
(480) 525-ALTA**



- **Budget Management:**
  - Manages marketing and influencer budget to its fullest with a strategic, WHY mentality
- **Event Briefs:**
  - Consistently delivers event briefs that require minimal edits to provide a full understanding of the event goals and scope
- **Timeline:**
  - Able to work directly with owners for timeline optimization and provide solution oriented feedback when marketing initiatives and/or events are deemed off-track

### Knowledge

- Aware of marketing and content capabilities and actively seeks to strategically incorporate into budgets
- Understands the benefits of marketing strategies and how they contribute to the gym's overall goals and success
- Embraces regular change

### Characteristics

- **Consistently demonstrates Alta's core values.**
  - Attitude - Maintain a positive one;
  - Live by example – always show integrity; keep yourself and others accountable;
  - Together we can climb higher – Lift those around you;
  - Active, healthy, and happy lifestyle;
- **Contributes to a psychologically safe culture.** Helps others belong to the team, learn through asking questions, contribute ideas and suggest new ways of working. Actively listens and forms thoughtful responses that respect and build on their teammate's ideas.
- **Solution oriented.** Leads by what can be done. Faces problems creatively, and seeks to find win-win scenarios.
- **Dependable.** Team can depend on the Director of Event Management and Marketing to deliver on time and on budget. Owns schedule and commitments. Proactively brings solutions to the team.
- **Efficient.** Emails, meetings and other communications have a clear purpose.
- **Resourceful.** When resources seem limited, the Director of Event Management and Marketing can get creative, never missing a deadline or sacrificing quality. They effectively delegate and rely on the strengths of the team.
- **Prepared.** The Director of Event Management and Marketing anticipates problems and questions and thinks through possible scenarios and roadblocks before meetings and presentations.
- **Recognize Others.** Puts the team before the self and recognizes group success over individual contributions.
- **Decisive.** The Director of Event Management and Marketing has autonomy and proactively makes decisions based on the depth of their experience.

### Experience You Bring:

- A minimum of 2 years of marketing experience;

3193 South Ranch House Court  
Gilbert, AZ 85295  
(480) 525-ALTA



### Your Time Commitment:

- 30 - 40 hours per week;
- Participate in regularly scheduled reviews

### Perks of Being part of the Alta Family:

- Free membership;
- Discounts on retail and gear;
- Growth opportunities are available to any staff member that is committed to the team and has a desire to succeed.

3193 South Ranch House Court  
Gilbert, AZ 85295  
(480) 525-ALTA