



Sales & Marketing Manager

Help Lead the Top Outdoor Outfitter in Vail

What You'll Get to Do:

Collaborate with Sage's 20-years-experienced General Manager to lead a professional team to deliver the finest outdoor adventure product in the Vail Valley. You'll be the "face of Sage" in the Vail valley and will lead all sales and marketing efforts. Additionally, you'll take on all types of projects to provide lift across the organization. The Sales & Marketing Manager is a doer, whose job it is to free up the GM and the entire team to crush operations so guest experiences are amazing. You'll get to be outdoors a lot, keep the sales and marketing operations on the rails and lead by example. If you're scrappy, can be "the grown up in the room", and know how to serve a team, you'll advance this business, live in America's playground, and have a lot of fun. Seasonally, there is one sprint in the summer and one in the winter, and good downtime in between to recover, regroup and enjoy life. If you love the outdoors, have a head for business and operations, and can lead a team by example, we have a seat (often in a raft or snow machine) waiting for you.

The Company:

[Sage](#) is the leading outdoor adventure company in the Vail Valley. We help people find joy and adventure with family and friends through outstanding outdoor experiences. We offer guided whitewater rafting, fly fishing, e-bike tours and side-by-side ATV tours in the summer and snowmobiling tours in the winter. Our rafting and fishing operations run from either our Dotsero River Center, located at the confluence of the Eagle and Colorado Rivers. All other operations launch from a beautiful, private, 5,500 acre ranch above Wolcott. In addition, we have a private rafting put-in on the Eagle, which also includes ½ mile of private fly fishing waters. We aim to be the most customer-friendly, professional, and conscientious outfitter in Colorado; our guides, equipment, safety program, and customer care are top notch.

Who You'll be Working With:

We have 25-60 employees (season-dependent), including a best-in-class GM, and an outstanding and dedicated team of professional guides and a professional bookkeeping and accounting team. We work hard, love what we do, love the outdoors and helping people enjoy it, and work together to be the best. We are safe, professional, and fun, and we don't like drama or people who do. We think we're a team most people would like to work with.

What You'll Bring:

The position calls for a strong sales & marketing manager with robust leadership chops, good emotional intelligence, experience with planning and execution, and a track record of getting a lot done. They'll excel if they can move with ease from Sage's leased ranch to its rafting center to Sage's hospitality clients in the valley. We like "scrappy" around here, so if you're a project beast, and can pitch in (and actually like it), you'll like this gig.

Specifics:

Sales Leadership & Strategy

- Develop and execute the company's sales plan to meet and exceed revenue goals for all service offerings (snowmobile, rafting, fishing, E-MTB, and side-by-side tours).
- Develop a deep understanding of client needs and preferences, creating tailored experiences to drive high-value bookings and repeat business.
- Monitor and adjust sales strategies based on market trends, competition, and customer feedback.

Group Sales & Concierge Relations

- Manage group sales, cultivating relationships with high-end corporate groups, private parties, and other potential group clients to secure large bookings and exclusive experiences.
- Sustain daily, weekly, and monthly marketing rhythms and contact plans to deliver excellent service and achieve top-of-mind awareness among concierges, sales managers and group decision makers.
- Work closely with concierge teams at luxury hotels, resorts, and private properties in the Vail area, nurturing long-term partnerships to ensure Sage Outdoor Adventures is the preferred provider for guests.
- Collaborate with the General Manager (GM) to identify and prioritize key hospitality partnerships, driving mutual growth through co-marketing and exclusive product offerings.
- Act as the main point of contact for concierge partners, ensuring timely distribution of monthly commissions.

Digital Marketing Execution:

- Oversee and utilize marketing platform for drip campaigns and maintaining relationships with past customers.
- Manage phone marketing system by creating and monitoring unique phone tracked numbers for marketing and advertising efforts.
- Collaborate with FareHarbor's digital team to ensure website is updated with current business operations, pricing, and SEO best practices.
- Work with social media contractor to promote the brand through original content and various social marketing channels.
- Collaborate with SEO and PPC contractors to implement strategic marketing efforts.

Operations & Logistics Support:

- Support logistics on the day of the tour, assisting lost guests and ensuring smooth operation.
- Provide backup support during busy times, answering reservation calls and helping ensure smooth operations.
- Assist with confirmation calls daily as needed for bookings.
- Provide on-site management for all group booked activities, ensuring seamless itinerary execution.

Revenue Growth & Partnership Development

- Drive revenue growth through proactive sales outreach, strategic partnership building, and effective account management.
- Identify and pursue new opportunities within the luxury hospitality sector to increase market share.
- Develop tailored proposals and contracts for luxury resorts, private clubs, and VIP clients.
- Work with the GM and the marketing team to craft compelling offerings and packages that align with our target clientele's preferences and expectations.

Team Collaboration & Reporting

- Collaborate with the GM and leadership team to ensure alignment between sales, marketing, and operations.
- Provide regular reports and insights on sales performance, customer trends, and market opportunities.
- Monitor and assess competitor offerings, pricing strategies, and service delivery, adjusting approaches as needed.
- Maintain systems to track leads, opportunities, and sales performance, ensuring consistency and accuracy.

Sales & Reservations Team Management

- Lead, mentor, and motivate a small reservations team, ensuring exceptional guest service from inquiry through booking and follow-up.

- Implement efficient workflows, training, and quality standards to maximize conversion rates and deliver a seamless reservations process.
- Foster a culture of accountability and collaboration within the team, setting clear performance expectations and providing regular feedback.
- Partner with the GM and operations leadership to align reservations practices with overall sales strategy and guest experience goals.
- Monitor team performance metrics (response times, booking accuracy, upsell success, customer satisfaction) and adjust processes to improve efficiency and service quality.

Retail & Merchandise Oversight

- Oversee the retail program at Horn Ranch, Dotsero River Center, and Buena Vista River Outpost, ensuring product selection, pricing, and displays align with Sage's high-end brand and clientele expectations.
- Manage inventory, vendor relations, and purchasing to ensure adequate stock of branded merchandise, gear, and accessories.
- Train and support front-line staff in retail sales techniques to maximize guest spend and enhance the customer experience.
- Analyze retail performance metrics and implement strategies to grow merchandise sales as a complement to tour revenue.

What We're Looking For

Experience:

- 3+ years of experience in group sales, hospitality, or high-end adventure services, with a track record of driving revenue and leading sales and reservations teams.
- Previous experience in managing concierge relations or group sales, particularly in the luxury travel or outdoor adventure industry, is highly preferred.
- Background in retail operations, merchandise management, luxury guest services, or digital marketing is a strong plus.

Skills:

- Exceptional relationship-building and interpersonal skills, with a focus on service excellence.
- Detail orientation, outstanding initiative and follow through.
- Ability to think strategically and act tactically to meet revenue targets.
- High level of professionalism and discretion when working with elite clientele.
- Strong communication, negotiation, and presentation skills.
- Proficient in CRM software, sales tracking tools, Google Suite, Social Media platforms (Instagram, Meta, YouTube), and digital marketing strategies and tools.
- Understanding of retail sales techniques, inventory management, and merchandising best practices.

Education:

- Bachelor's degree in Business, Marketing, Hospitality, or related field preferred.

Location:

On-site in Wolcott or Dotsero, Colorado.

Compensation & Benefits:**Compensation components would include:**

- Base Salary Commensurate with Experience
- Performance Bonus
- Sales Commission

Benefits would include:

- Paid Time Off