



# Breckenridge Outdoor Education Center

**Position Title:** Marketing Manager

**Reports to:** Development Director

**Job status:** Year-Round Full Time

## About Us

Breckenridge Outdoor Education Center (BOEC) is a non-profit 501(c)3 organization whose mission is to expand the potential of people with disabilities and special needs through meaningful, educational, and inspiring outdoor experiences. Programs of the BOEC include the Adaptive Ski and Snowboard Program, Wilderness Program, and Internship Program. BOEC engages with participants and partner agencies from Colorado, across the US and internationally and operates primarily in Breckenridge, Colorado.

## Position Description

The Marketing Manager is responsible for overseeing all aspects of marketing and public relations to benefit BOEC, including support of development efforts and special events. In collaboration with the Executive Director and Development Director, the Marketing Manager will work closely with other members of the team in developing outreach, fundraising, and marketing vehicles to meet the revenue and program goals of the BOEC.

## Responsibilities:

### Marketing and Communications

- Develop and implement overall marketing and communication strategies to increase overall awareness of BOEC and its programs, support fund development objectives and advance BOEC's positive reputation in the community.
- Develop specific marketing strategies in cooperation with Wilderness, Internship, and Adaptive Ski Programs that align with goals outlined in Strategic Plan.
- Oversee BOEC brand standards for compliance across all platforms and departments to monitor accurate and consistent use of BOEC brand elements.
- Design and execute all publications and collateral materials representing the BOEC including Annual Report, program flyers and brochures.
- As Editor of BOEC's monthly e-newsletter, *INSPIRATIONS*, manage creation and publication including planning monthly content, writing, and editing stories, adding photos and other visuals and posting to appropriate listservs in Constant Contact and WordPress.
- Incorporate compelling storytelling into all marketing efforts.
- Develop and manage a comprehensive social media plan, including Facebook, Instagram, and other social media outlets to support BOEC programs and development efforts.
- Oversee BOEC website including regular content updates (WordPress CMS) to ensure accuracy and relevance.
- Manage earned media for BOEC and act as BOEC spokesperson as needed.
- Closely collaborate with the Development team on planning and implementation of fundraising campaigns including end of year campaign. Oversee writing of annual appeal letters, emails campaigns, social media content, etc.
- Maintain photo and video library including basic photo editing, taking photos/videos as needed, hiring photographers and/or videographers, outreach to BOEC staff and interns to collect photos/videos, etc.

### **Special Events**

- Provide direction and oversight to Events Coordinator to ensure events meet fundraising and outreach goals.
- Oversee all publicity and marketing needs for the events including advertising, public relations, and collateral materials. Support as needed associated technology applications for sales and donations.

### **Teamwork and Board Relations**

- Work with Development Director and Executive Director to develop timelines and priorities that align with goals outlined in Strategic Plan.
- Actively participate in Development/Marketing Board committee with Executive Director and Development Director.
- Prepare monthly marketing/events updates for board meetings and for other presentations as needed.

### **Qualifications, Skills, and Attributes**

- Significant experience and proven success in planning, managing, and executing professional marketing plans and campaigns. A proven understanding of marketing and PR strategies and techniques including social media, print and web.
- Excellent creative and business writing skills. Excellent verbal communication skills.
- Knowledge of Microsoft Office or Google Business Suite.
- Familiarity with SEO, SEM, SMM, PPC and other digital marketing practices preferred.
- Knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere).
- Photography and video editing skills a plus.
- Strong communication and problem-solving skills, including the ability to develop and maintain a positive working relationship with key internal and external stakeholders, program, and development staff, the BOEC community, and funding partners.
- The ideal candidate will have a familiarity with the mission of the BOEC and services and programs offered by the Breckenridge Outdoor Education Center.
- Eager to engage with a team and enjoy outdoor activities. Ability to ski/snowboard and interest in other outdoor activities a definite plus.

### **Position information and Benefits:**

- This is a full-time, year-round exempt position with the following benefits: generous paid time off (PTO) policy, health insurance, life insurance/AD&D, 403B retirement plan, 12 paid holidays, employee assistance program, employee professional development opportunities, pro-purchase program and employee ski pass.
- Position starting salary \$55,000 annually, DOE.
- This position is located at the BOEC Administration Headquarters in Breckenridge, CO.
- Typical schedule is 9:00am to 5:00pm, M-F, with weekend and/or evening involvement in special events or programs as needed.
- This position may require occasional lifting or physical effort. Specific vision abilities required by this job include close vision and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Application process:** Please submit resume and cover letter by email to Hallie Jaeger, Development Director at [Development@boec.org](mailto:Development@boec.org) by October 1<sup>st</sup>, 2022 with subject line: Marketing Manager – First Name, Last Name.