



Breckenridge Outdoor Education Center

Marketing and Communications Manager

Position Description

November 2022

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 and Communications Manager is responsible for all aspects of marketing and public relations to benefit BOEC, including visibility, media, branding, collateral materials, and social media.

The Marketing & Communications Manager develops the marketing plan, campaigns, and strategies to achieve the greatest visibility for BOEC's programs and development efforts and will work closely with other members of the team in developing outreach, fundraising, and marketing vehicles to meet annual revenue and program goals.

Responsibilities Include:

Marketing and Communications

- Develop marketing and communication strategies that align with goals outlined in the strategic plan.
- Design and execute publications and collateral materials representing the BOEC. Incorporate compelling storytelling into all marketing efforts. Oversee BOEC brand standards to monitor accurate and consistent use of BOEC brand elements.
- Oversee BOEC website including regular content updates (WordPress CMS) to ensure accuracy and relevance.
- Manage creation and publication of BOEC's monthly e-newsletter, *INSPIRATIONS*.
- Develop and implement a comprehensive social media plan to support BOEC programs and development efforts.

Community and Media Relations

- Write press releases and proactively identify and pitch stories to local media.
- Identify media markets where BOEC stories will have impact.
- Develop and maintain strong relationships with local media, act as BOEC spokesperson as needed.

Fundraising/Development

- 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.
- Develop marketing materials and messaging for other fundraising efforts such as BOEC special events and community outreach events.

Special Events/Community Outreach

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

Teamwork and Board Relations

- Actively participate in Development/Marketing Committee with Executive Director and Development Director.
- Prepare monthly Marketing/Events updates for board meetings and for other presentations as needed.
- Encourage contribution to story ideas, photo, and video collection by BOEC team members and interns.
- Represent the BOEC in the community as needed.

Qualifications

- Proven success in planning and executing professional marketing plans and campaigns. Understanding of marketing and PR strategies and techniques including social media, print and web.
- Excellent written and oral communications skills.
- Familiarity with digital marketing practices preferred.
- Knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere) preferred.
- The ideal candidate will have a familiarity with the mission of the BOEC and programs offered by the Breckenridge Outdoor Education Center.

Attributes

- Strong communication and problem-solving skills, including the ability to develop and maintain positive working relationships with key internal and external stakeholders, program, and development staff, the BOEC community, and funding partners.
- We are a small team with a positive, fun working environment and are looking for someone who is highly motivated, willing to work hard and join us in making a difference in the lives of those we serve. A good sense of humor and eagerness to join in outdoor activities a must! We often operate in a fast paced, ever-changing environment so an ability to manage stress, deadlines and maintain professionalism under pressure is key.

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. The salary range begins at \$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. Occasional weekend and/or evening involvement in special events or programs as needed. **Hybrid remote option or reduced hours will be considered.**
- 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.
- The job duties described, are not to be construed as an exhaustive list of all responsibilities, duties, and skills required for this position. Additional tasks may be assigned as needed.

Application Process:

Please submit resume and cover letter to Hallie Jaeger, Development Director, at Development@boec.org with subject line: Marketing & Communications Manager – First Name, Last Name. Position will be open until filled.