



Breckenridge Outdoor Education Center

Position Title: Marketing and Events Coordinator

Reports to: Marketing Manager

Job status: Year-Round Full Time

About Us

Breckenridge Outdoor Education Center (BOEC) is a 501(c)3 non-profit organization, established in 1976 in Breckenridge, Colorado, whose mission is to expand the potential of people with disabilities and special needs through meaningful, educational, and inspiring outdoor experiences. BOEC offers custom-designed, high-quality outdoor recreational opportunities led by well-trained professional staff and supported by over 300 volunteers. People from all over the world come to participate in BOEC's Adaptive Ski and Snowboard Program, Wilderness Program, and Internship Program. We operate primarily in Breckenridge, Colorado, and serve over 2,500 participants each year of all abilities including adults and children with physical and cognitive disabilities, sensory differences, veterans and their families, and other historically disadvantaged populations.

Position Description

The Marketing and Events Coordinator is responsible for detailed planning, coordination, and hands-on execution of all BOEC events, including three major annual fundraising events, community engagement events, and third-party events. The successful candidate will support the marketing department with the planning and execution of marketing, including social media strategy.

Essential Duties and Responsibilities:

Event Management

- Plan and execute professional and successful major fundraising events including Banff Mountain Film Festival (February), Fiesta for BOEC (June) and Tee It Up Golf Scramble (August) meeting established fundraising and outreach goals for each event.
- Oversee all aspects of events including detailed logistics, hands-on implementation, and coordination and communication with event partners as needed.
- Working in collaboration with Volunteer Coordinator, oversee volunteer logistics at events including recruitment, supervision, training, and acknowledgment.
- In coordination with Marketing Manager, develop, monitor, and manage event budgets. Meet or exceed revenue and net revenue goals while responsibly managing expenses.
- In collaboration with Marketing Manager, coordinate all publicity and marketing for events such as advertising, public relations, collateral materials, and associated technology applications for sales and donations.
- In collaboration with other team members, plan and execute BOEC's 50th anniversary events scheduled for 2026.

Community Relations / BOEC Outreach

- Strategically plan, implement, and identify new opportunities to enhance community engagement and third-party events, with the support of team members and volunteers, establishing partnerships with corporate and community supporters to advance BOEC's interests and elevate visibility in the community.

Marketing Support

- Under the direction of Marketing Manager, support creation and implementation of carefully curated social media plan and calendar in support of events, programs, communication relations, and other needs as identified.
- Assist with analysis of digital media engagement data, identify trends in customer interactions, and plan digital campaigns to build and engage with the online community.

- Collect and organize photo/video library, communicate instructions to BOEC staff, interns, and volunteers regarding gathering protocols, naming conventions, storage locations, etc.
- Conduct a thorough review and curation of historical collections including photos, videos, news clippings, anecdotes, etc.
- Assist with promotional materials as needed.

Teamwork

- As a key member of the Development and Marketing team, contribute to the development and implementation of timelines and priorities that align with goals outlined in the BOEC Strategic Plan.
- Actively participate in the Board Development/Marketing committee, attending meetings and preparing reports and presentations as needed.
- Support the planning and implementation of BOEC staff and/or board events including the Board of Directors Annual Meeting, annual holiday party and other social team building events throughout the year in collaboration with Office Manager and Program Directors.

Qualifications, Skills, and Attributes

- Proven success in planning, managing, and executing professional events of various sizes.
- Strong organizational skills, attention to detail, and a commitment to accuracy in all areas of responsibility.
- Knowledge of Microsoft Office or Google Business Suite. Experience with Adobe InDesign and Photoshop is preferred.
- Knowledge of and experience in social media marketing.
- Excellent written and verbal communication skills.
- Ability to manage stress and maintain a positive attitude under pressure while keeping a team motivated during events.
- Strong communication and problem-solving skills, including the ability to develop and maintain working relationships 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, services, and programs offered by the BOEC and a passion for non-profit work.
- 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 position with the following benefits: generous paid time off (PTO) policy, health insurance, life insurance/AD&D, 403B retirement plan, 13 paid holidays, employee assistance program, employee professional development opportunities, pro-purchase program, and employee ski pass when made available to administrative staff.
- Starting salary is \$43,000 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 position include close vision and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please send cover letter and resume to Marketing Manager, Pauli Novak pauli@boec.org by May 1, 2024.

BOEC strives to create environments that are just, equitable, diverse and inclusive and we are dedicated to providing outdoor experiences that are relevant and accessible to all participants regardless of race, ethnicity, sexual orientation, gender identification, religion, socioeconomic status, education or disability.