

 HURRICANE ISLAND OUTWARD BOUND SCHOOL	<i>Position:</i> Educational Advancement Manager
	<i>Location:</i> Camden, Maine
	<i>Reports To:</i> Director of Education and Innovation and Director of Outward Bound Professional
	<i>FLSA:</i> Exempt
	<i>Updated:</i> December 2018
JOB DESCRIPTION	

**Organization
Summary**

Outward Bound is a non-profit adventure-based educational organization with programs that inspire self-discovery and character development and builds self-confidence and essential teamwork and leadership skills. Outward Bound's mission is to change lives through challenge and discovery.

The Hurricane Island Outward Bound School (HIOBS) operates extended wilderness courses in Maine, Florida, Bahamas, and Central and South America. As one of 11 independent Outward Bound Schools in the US, HIOBS represents one of the top educational brands in the nation. In 2014 HIOBS celebrated 50 years of dynamic programming in the United States.

**Position
Summary**

The Educational Advancement Manager is responsible for sales and marketing support for all educational programs offered by the Hurricane Island Outward Bound School (HIOBS). This includes all tuition-based programs offered for schools, for profit and not for profit organizations. This support focuses on the entire lifecycle of client engagement from lead source generation, proposals and contracting, program follow-up and client relationship continuity. Additional responsibilities include developing and managing school and partner relationships, program cost accounting, and sales and marketing outreach.

**Essential Duties
and
Responsibilities**

Business Development and Account Management

- Manages and conducts all aspects of regional sales including scope, price and profitability aspects of the work.
- Writes and delivers sales proposals and contracts and conducts sales meetings/presentations to existing clients.
- In conjunction with the Directors of Education and Professional, establishes and builds relationships with school partners, vendors and strategic alliances.
- Supports regional sales and profitability goals for HIOBS and monitors performance against those goals.
- Manages internal sales and marketing information flow using HIOBS CRM system (Salesforce) including pipeline reports.

Marketing Support and Outreach

- In conjunction with the Marketing Director, supports and conducts lead source generation activities and marketing within the HIOBS region.
- Serves as part of the HIOBS Outreach Team by attending events, trade shows and partner school/organization events.

Program Management

- Participates in program management team meetings as required. Engages with other managers as necessary around linkage and support to operations and program (e.g., Associate Directors, Program Operations Directors, Admissions, etc.).
- Manages regional operating budget and approves all program cost accounting and expense invoices. Approves expenses for all program and logistical staff.
- Collaborates with Director of Education and Innovation and Associate Director of Education and Innovation on strategic analysis of the appropriate metrics to manage the business (staff utilization, expense analysis, program margin, etc.).

Knowledge and Skills

- Experience or ability to work with senior level executives.
- Customer service perspective and orientation.
- Strong writing and communication skills.
- Mastery of the Microsoft Office Suite (PowerPoint, Word, and Excel), and experience with customer relationship management software – Salesforce experience preferred.
- Ability to work independently as well as with a team.
- Familiarity with Outward Bound preferred.

Education and Work Experience

- BA/BS, MA, or MBA from an accredited school preferred.
- A minimum of 3 years management experience in training and education preferably in experiential training and development or outdoor education preferred.
- A minimum of 2 years direct consultative sales experience or professional experience in assisting a consultative sales process.

Location

- Primarily headquartered in Camden, Maine.
 - Travel within the region is required (25-30% out of office) to manage sales, marketing and outreach goals.
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Salary

Compensation includes base salary plus incentive. Incentive is based on meeting or exceeding regional and organizational goals including gross revenue.

**Application
Process**

Interested applicants should send a letter of interest and resume to:
jobs@hiobs.org
