

	<i>Position: Marketing Coordinator</i>
	<i>Location: Camden, Maine</i>
	<i>Reports To: Marketing Director</i>
	<i>FLSA: Non-Exempt</i>
	<i>Date Updated: February 4, 2020</i>
JOB DESCRIPTION	

Summary

The Hurricane Island Outward Bound School (HIOBS) is a non-profit educational organization whose mission is to inspire discovery in students of all ages through wilderness adventure and challenge. Serving close to 1,200 students per year, it operates three distinct product lines: Open Enrollment wilderness courses, Group Education courses for secondary schools and colleges, and Outward Bound Professional courses for corporate, non-profit and government organizations.

The Marketing Coordinator is responsible for supporting the marketing and outreach efforts of the organization in both regional and national markets at a tactical level. The role requires a high degree of skill in the execution of marketing tasks – including (but not limited to) creation of marketing collateral, website management, social media strategy and execution, photo database management, PR and advertising, and local outreach.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Regional Marketing

- Assist in the execution of an annual marketing and outreach plan that consists of the following key areas: HIOBS.org web development and SEO efforts, social media, PR and advertising, and outreach to regional secondary schools and colleges.
- Create regional marketing and outreach materials such as HIOBS brand materials and product line sales materials (Open Enrollment, Group Education, Professional)
- Generate and publish regular outreach efforts including (but not limited to) newsletters, press releases, local and regional PR
- Maintain and improve the quality of the digital marketing assets of the school – including photos, videos, written content, and other assets as identified.
- Support the outreach efforts of the school by creation of collateral to support a variety of events - including college and gap year fairs, summer activity and camp fairs, trade shows and specific visits to regional private and public secondary schools, colleges, and universities.
- Support for Development marketing collateral creation.
- Liaise with the Marketing Analytics Manager to track and measure the success of marketing efforts.

Coordination with National Marketing Efforts

- Support meeting deadlines related to the development of national marketing efforts including requests for copy and digital media, etc. used in national web and catalog development.

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- Support national outreach efforts - primarily with email campaigns and social media.

Safety and Risk Management

- Adhere to all local operating procedures, safety policies and emergency procedures outlined in the staff handbook and field staff manual.
- Report any workplace or field safety concerns and incidents to supervisors

In addition to the above responsibilities, the position may be also required to do other duties as assigned.

KNOWLEDGE AND SKILLS

- The successful applicant will possess an entrepreneurial, results-driven style and ability to identify and implement creative solutions to our marketing and brand management efforts.
- The successful applicant will possess the interpersonal skills and versatility to effectively build relationships across a broad spectrum.
- Must have the ability to work in a collaborative environment with field staff, program management staff, and administration.
- Ability to communicate the Outward Bound mission effectively to gain support from the community.
- A proven ability to perform under tight deadlines and meet strict financial goals.
- Applicant must possess excellent computer skills including fluency in MS Office Suite and graphic design software.

EDUCATION AND WORK EXPERIENCE

- Bachelor's Degree
- Proven copywriting skills.
- At least 3 years' experience in designing and executing marketing, communication and outreach strategies in an academic, wilderness adventure, or similar setting.
- Experience in managing social media platforms and web development strategies including website management, search engine optimization and pay per click campaigns.
- Proficiency in graphic design using Adobe In-Design and/or other industry-wide software.

Location: The Marketing Coordinator position is located at the HIOBS administrative offices in Camden, Maine.

Compensation

This is a part-time, hourly position with benefits.

Benefits include

- Health insurance, Dental insurance, Optional vision insurance
- Short and long-term disability, Life insurance,
- Board determined 401(k).

Hourly rate is \$18-21 per hour (with an equivalent salary range of \$30,000-\$35,000), commensurate with experience.

Application Instructions

Please forward a resume and cover letter, along with samples or current or recent work, to Director of Marketing & Admissions, Mish Sommers at msommers@hiobs.org.
