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| **Summary** | | The Hurricane Island Outward Bound School (HIOBS) is a non-profit educational organization whose mission is to change lives through challenge and discovery. Primarily using the wilderness as its classroom, HIOBS serves close to 2,000 students per year and operates three distinct product lines: Open Enrollment wilderness courses, Educational Partners courses for secondary schools and colleges, and Outward Bound Professional courses for corporate, non-profit and government organizations.  The HIOBS marketing strategy supports driving revenue across multiple revenue lines as well as overall organizational communication efforts in multiple geographic markets. The Annual Marketing Plan is led by the Executive Director with support from Leadership Team stakeholders and outside marketing consultants with the Marketing Manager serving as the organizing hub for the development of the annual plan.  The Marketing Manager is responsible for two primary and inter-related efforts: (1) managing and executing the regional marketing and outreach efforts for HIOBS including web, social media, PR and collateral material development; and (2) serving as the HIOBS liaison with the national marketing and advertising efforts undertaken by the Outward Bound Services Group (OBSG), the shared marketing arm of Outward Bound in the US. The successful candidate will be comfortable operating at both a strategic and tactical level in all phases of marketing and communications. |
| **Essential Duties and Responsibilities**  ***Regional Marketing*** | | * Support the development and 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. * Develop, or manage outsourced development, of regional marketing and outreach materials such as HIOBS brand materials and product line sales materials (Open Enrollment, Group Education, Professional) with the goal of increasing applications and enrollments across all product lines. * Manage and execute email marketing campaigns which includes list and segment management, email platform management, overall content development and editing, and evaluation of impact and effectiveness. * Oversee and participate in the outreach efforts of the school 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. * Work in a collaborative environment with field staff, program management staff, and administration to execute on the HIOBS strategic goals. * Manage the work products of the HIOBS Marketing Coordinator, vendors and other marketing assets. * Manage the HIOBS Online Gear Store. |
| **Essential Duties and Responsibilities**  ***Coordination with National Marketing Efforts*** | * Serve as HIOBS primary liaison with the Outward Bound Services Group marketing and web development efforts. * Manage and execute against deadlines related to the development of national marketing efforts including requests for copy, digital media, etc. used in national web and print collateral development. * Manage and execute HIOBS participation in support of OBSG’s National Wilderness Course (open enrollment) annual scheduling and inventory process in conjunction with the ED and members of the Senior Leadership Team. * Ensure that national (OBSG and OBUSA) and regional (HIOBS) marketing strategies and efforts are efficient, coordinated and aligned. Ensures HIOBS works within established OBUSA brand guidelines * Work on and lead cross-school, national marketing efforts as needed. | | |
| **Essential Duties and Responsibilities**  ***Safety and Risk Management*** | | * Serve as a member of Emergency Response and Incident Command systems team in the event of an emergency, primarily in media relations and external communications. * Adhere to all local operating procedures, safety policies and emergency procedures outlined in the staff handbook and field staff manual. * Maintain an acceptable or excellent driving record. * Report any workplace or field safety concerns and incidents to supervisors. |
| **Knowledge and Skills** | | * Successful applicant will possess an entrepreneurial, results-driven style and ability to identify and implement creative approaches to marketing and brand management. * 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, web platforms and graphic design software. |
| **Education and Work Experience** | | * Bachelor’s Degree * At least 3 years’ experience in managing the execution of marketing, communication and outreach strategies in an academic, wilderness adventure, or similar setting. * Experience in managing social media and web development strategies. * Proficiency in graphic design using Adobe In-Design or other industry-wide software. * Proven copywriting skills. * Experience working with school administrators and corporate leaders in a professional environment. |
| **Location** | | The Marketing Manager position will be located at the HIOBS administrative offices in Camden, Maine. It is estimated that 20-25% of the work effort will require regional, overnight travel. |
| **Compensation** | | This is a full-time, salaried position with excellent benefits. Benefits include health, dental, short and long-term disability, life insurance, 401(k), wellness benefit, and outdoor industry perks. Starting salary commensurate with experience. |
| **Equal Employment Opportunity** | | HIOBS is an equal opportunity employer and works to include diversity amongst its staff. HIOBS prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants, without regard to sex, gender identity, race, color, religion, national origin, ancestry, age, marital status, mental or physical ability, sexual orientation, genetic information, veteran status, or any other classification protected by federal, state, or local law. Equal Employment Opportunity applies to all personnel practices, including (but not limited to) recruitment, hiring, training, promotion, termination, leaves of absence, compensation, discipline, evaluation, benefits, transfers, educational assistance, and social and recreational activities. |
| **Application Instructions** | | Please forward a resume & cover letter to [jobs@hiobs.org](mailto:jobs@hiobs.org). Applications received before 1/31 will be given preference. |