



Marketing Manager Job Description

Title: Marketing Manager (MM)

Reports to: Development Director

Job Status: Full-time; Year-round; Exempt

Last Update: March 2023

Position Overview

The Marketing Manager is responsible for planning, fiscal management, administration and coordination of the marketing needs of the Adaptive Sports Center. The Marketing Manager is expected to be an active member of the ASC staff and lead the program and development departments in developing marketing strategies that will assist in meeting the department's annual goals. Key duties include developing and directing the ASC's marketing strategy to ensure that the organization continues to be known as a leader in the adaptive sports field, in both the local and national community. The Marketing Manager promotes ASC programs and its mission in order to increase participation by clients, donors and volunteers.

Specific Responsibilities

Program Marketing and PR

- Develop and implement all strategies to achieve all program activity goals as outlined in the annual Program Plan.
- Administer surveys to identify potential markets for ASC services and help illustrate the value of the organization.
- Actively pitch story ideas to local and national print and broadcast media, host media visits, and provide quotes and other information to journalists.
- Develop and execute outreach efforts to individuals and families, community programs, and groups.
- Responsible for creating advertising, program brochures, rate sheet, annual video, flyers, and invitations.
- Create eNews email that goes out every other month.
- Analyze trends, and keep marketing materials current and fresh.
- Responsible for developing content and keeping the ASC website completely up to date.
- Manage all ASC social media accounts.
- Collect all photo and video materials. Maintain asset management system.
- Organize archival materials, including all print communications, photos and video, as well as all local, national and international media coverage.
- Create and order ASC merchandise for sale and promotional purposes.

Development and Fundraising

- Develop all promotional pieces for the ASC's annual Crested Butte Open and Bridges of the Butte fundraisers and serve on the committees for the events. Manage production of the annual video, which premieres at the event.
- Support the Development Team in the development of promotional materials for other fundraising events as needed.
- Create biannual newsletters for donors and participants.

- Responsible for applying to and reporting on marketing grants.
- Work with the Development Team to develop and execute the ASC's annual appeals.
- Ensure that all of the ASC's print pieces are up-to-date and always in stock.
- Write, edit, develop and provide feedback on donor and campaign materials as needed.

Leadership and Management

- Manage an annual marketing budget of approximately \$100,000, and an annual Crested Butte Open marketing budget of approximately \$25,000.
- Manage outside resources including an agency, photographers, and other contractors.
- Manage seasonal marketing 'ski pass' volunteers (100 hours each per season).
- Manage seasonal marketing interns (40-hour a week position).
- Experience with project management software preferred.
- Follow organization's policies and applicable laws.
- Maintain Mac workstations for marketing.

Education and Experience

- Bachelor's in Marketing, Public Relations, Business, or other closely related field preferred.
- Minimum of two years of marketing experience, preferably with a nonprofit organization or agency setting.
- Experience managing volunteers.
- Must have experience executing marketing campaigns, including digital advertising, and experience working with local and national media preferred.
- Demonstrated experience and knowledge of the Adobe Creative Suite.
- Proficiency with Microsoft Office 365 preferred.
- Proficiency with video production and photography preferred.

Knowledge, Skills & Abilities

- Excellent communication skills—including writing, storytelling and public speaking.
- Branding, marketing, and social media knowledge.
- Human relations skills, a high level of creativity, and an outgoing personality are essential.
- Must have a good understanding of outdoor adventure programming.
- Beginner to intermediate ski or snowboard skills preferred.

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15-40 pounds at times.

Work Environment

- Fast-paced, highly interactive, professional office environment with moderate to high noise levels.
- Regularly required to work outside in cold weather and may be exposed to other weather elements.
- Regularly required to go out on programming to take video, photos and see programming first-hand in order to effectively market and communicate the ASC mission.