



## **Outreach and Marketing Manager**

**Title:** Outreach and Marketing Manager

**Reports to:** Executive Director

**Position Status:** Full time, Year-Round, Salaried, Benefited, Exempt

**Compensation:** \$55,000 - \$65,000 salary, based on experience

### **Position Summary**

Steamboat Adaptive Recreational Sports (STARS), a nonprofit organization with the mission to empower and enrich lives through adaptive recreational activities is seeking a passionate, highly motivated, dynamic and dedicated individual to serve as our Outreach and Marketing Manager. The ideal candidate will be responsible for developing and implementing strategies to enhance our brand visibility, engage with our target audience, and drive growth through effective outreach and marketing initiatives. This position will be responsible for developing a yearly marketing strategy for STARS programs and ranch utilization and create content for implementation via social media, website, newsletters, print materials, videos, etc. Additionally, this position will work to cultivate relationships nationwide with community partners, disability organizations, schools, and healthcare providers in an effort to secure participants for future overnight camps and custom groups working closely with the Camps and Volunteer Manager on timing, logistics and costing. This position will plan and execute outreach events and presentations to educate the disability community about the benefit of STARS programs. This position will report to the Executive Director and work closely with all team members to ensure a quality experience is had by all camp and custom group attendees, volunteers and participants.

### **Duties and Responsibilities:**

- Develop and execute comprehensive outreach and marketing plans to increase brand awareness and drive customer acquisition.
- Identify target audiences and develop strategies to effectively reach and engage with them through various channels, including digital marketing, social media, events, and partnerships.
- Manage the creation and distribution of marketing materials, including content for social media, email campaigns, blog posts, and press releases.
- Build and maintain relationships with key stakeholders, including media contacts, influencers, industry partners, and potential customers.
- Coordinate and oversee marketing campaigns, ensuring they are delivered on time and within budget, and analyzing their effectiveness through metrics and KPIs.
- Collaborate with internal teams to align marketing efforts with STARS goals and objectives.
- Stay informed about industry trends, market developments, and competitor activities, and use this knowledge to inform marketing strategies and tactics.
- Continuously evaluate and optimize marketing and outreach initiatives to improve performance and ROI.
- Provide regular reports and updates on activities, results, and future plans to leadership team.

- Create a nurturing, positive and professional environment while promoting program policies and procedures among participants, their families, staff, volunteers, and community
- Assist in other tasks, daily program activities and fundraising events as needed

**Necessary Skills and Qualifications**

- Previous experience in group/camp planning and coordination preferred
- Previous experience working with people with disabilities preferred
- Excellent interpersonal communication skills; proficient at speaking, reading and writing English
- Can work effectively and efficiently under pressure to meet deadlines
- Demonstrated history of responsibility, creativity, flexibility dependability, and maturity
- Proficient in the application of changing technology, email, Google Docs, and Microsoft Office applications
- Ability to work both remotely and in-person as needed.
- Must be able to successfully manage multiple, high priority tasks in a fast-paced environment
- Commitment to a positive, fun and team-oriented working environment

**Education and Experience:**

- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Proven experience in marketing, with a focus on outreach and customer engagement.
- Strong understanding of marketing principles and best practices, particularly in digital marketing and social media.
- Excellent communication and interpersonal skills, with the ability to build rapport and collaborate effectively with internal and external stakeholders.
- Creative thinking and problem-solving abilities, with a results-driven mindset.
- Proficiency in marketing analytics and tools for tracking and measuring campaign performance.
- Ability to multitask and manage multiple projects simultaneously, with keen attention to detail and deadlines.
- Previous experience in a managerial or leadership role is preferred but not required.

**Work Environment:**

- Fast-paced, highly interactive office environment with moderate to high noise levels.
- Some evenings, overnights and weekends required.

**Additional Benefits:**

- Employer sponsored health, dental, and vision coverage
- Ski pass to Steamboat Resort
- Paid Time Off
- WorkLife Benefit until Feb 2025
- Access to STARS equipment inventory
- Retirement plan

Please email cover letter and resume to [susan@steamboatstars.com](mailto:susan@steamboatstars.com) with "Outreach and Marketing Manager" as the subject line.

**Equal Employment Opportunity (EEO) Policy**

STARS is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age, race, sex, color, creed, religion, national origin, disability, sexual orientation, ancestry, citizenship, veteran status, genetic information, or any other applicable status protected by state or local law.