



**Title:** Marketing and Events Manager

**Reporting to:** Business Development Manager

**Direct Reports:** N/A

**Works closely with:** Program Directors, CFO, COO, CEO

**Salary Range:** \$60,000 - \$65,000 (DOE)

**Job Status:** Full-time, year-round

**Job Purpose:** Support the Business Development Manager with all aspects of community outreach, marketing, public relations, and fundraising initiatives, including events. This individual is responsible for planning and executing signature events, creating and distributing mission-based stories, marketing materials, and branding.

**Key Responsibilities and Accountabilities:**

GENERAL

- Work collaboratively on a master schedule for all Challenge Aspen projects
- Assist with management of advertising and marketing budget
- Monitor retail items to ensure accurate branding
- Keep a pulse on all events, camps & retreats taking place within the organization
- Other duties as assigned

PR

- Create a living media calendar with scheduled media opportunities and coordinate staff involvement
- Build and maintain relationships with media partners to grow Challenge Aspen's local, statewide, national, and international media presence
- Develop necessary contracts and/or agreements in conjunction with Business Development Manager and CEO
- Determine opportunities for paid or earned media coverage by selecting focus areas and stories for different outlets

COMMUNITY OUTREACH

- Conduct community outreach to educate the Valley about Challenge Aspen, clearly stating Challenge Aspen's core mission as well as the difference between the Challenge Aspen's programs and other organizations
- Produce and send the monthly newsletter, seeking input from all department heads to inform content
- Manage organizational email list; work with Development staff to ensure new donors receive CA emails

SOCIAL MEDIA

- Responsible for social media strategy and schedules, as well as other efforts to broaden the reach and diversify social content

ADVERTISING –

- Coordinate advertising through various channels for all departments, including brand imagery, creative direction, and copywriting

### EVENTS

- Participate in strategic event planning exercises with the Business Development Manager that include program development, planning timelines, and budgeting
- Assist Business Development Manager with the management of event contractors
- Engage in activities related to event marketing and sales of tickets, sponsorship, etc.
- Design, solicit and execute sponsorship opportunities
- Determine appropriate volunteer needs for each event, and share requests with the Volunteer Coordinator

### MARKETING MATERIAL CREATION & MAINTENANCE

- Maintain inventory of marketing materials and ensure they are up to date
- Manage the Challenge Aspen website by maintaining regular communication with department directors to ensure the site is updated and accurate at all times
- Educate program directors on processes for making minor changes to the website
- Assist with the production of new materials, including creating templates, writing copy, selecting imagery, internal design, or working closely with contracted graphics designers
- Manage all creative projects with outside contractors, including graphic designers and web developers, acting as the key liaison for CA staff
- Catalogue and maintain organizational images and videos
- Ensure consistency and encourage the growth of the Challenge Aspen brand

### **Qualifications, Attributes & Key Success Factors:**

- 3+ years experience working with nonprofits
- Minimum of 2 years experience in marketing/public relations
- Confident event planning, knowledge, and experience
- Exceptional verbal and written communication skills
- Highly competent in the use of technology, including Excel, Word, & CRM databases
- Detail oriented and effective time management skills
- Continually prospect, locally and beyond, for new opportunities to extend CA's outreach
- Focus on outstanding customer service with internal and external partners
- Ability to multi-task in a fast-paced work environment, strong organizational skills
- Ability to adapt quickly and graciously to change
- Be an active, positive member of the leadership team and offer assistance to others when needed
- The position is highly visible and requires weekends and evenings for attendance at special events, travel, dinners, and entertainment
- Manage and be able to report on clear, measurable statistics for each project/event
- Maintain clear communication with the Business Development Manager and CEO
- Extremely organized, able to multi-task in a fast-paced environment, impeccable attention to detail
- Driven to produce positive outcomes for Challenge Aspen
- Understanding various disabilities and behaviors is a plus
- Passion for supporting a Mission-centric community in achieving philanthropic objectives
- Maintain a sense of humor and remember the mission behind your hard work
- Adhere to the environment of L I G H T
  - Loyalty
  - Integrity
  - Generosity
  - Honesty
  - Trust

**Physical and activity requirements involved:**

- Daily
  - Operating office machinery
  - Remaining in a stationary position, often standing or sitting for prolonged periods
  - Repeating motions that may include the wrists, hands and/or fingers
  - Communicating with others to exchange information
- Occasionally
  - Moving self in different positions to accomplish tasks in various environments, including tight and confined spaces
  - Moving about to accomplish tasks or moving from one work site to another
  - Operating company motor vehicles
  - Light moving that includes moving objects up to 20 pounds

**Email coverletter, resume and references to [bsandstrom@challengeaspen.org](mailto:bsandstrom@challengeaspen.org)**

Supervisor Approval: \_\_\_\_\_ Date: \_\_\_\_\_

HR Approval: \_\_\_\_\_ Date: \_\_\_\_\_

