



JOB DESCRIPTION

Job Title:	Marketing Manager
Location:	Denver, CO and some required business in Winter Park CO
Department:	Marketing
Reports to:	Operations and Communication Director
Supervises:	NA
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Classification:	<input checked="" type="checkbox"/> Year Round <input type="checkbox"/> Seasonal <input checked="" type="checkbox"/> Full Time <input type="checkbox"/> Part Time

About the NSCD

We are Colorado's most comprehensive provider of adaptive outdoor experiences. We offer more programs, in more places, and in more ways that change lives. The National Sports Center for the Disabled is a leading provider of adaptive outdoor recreation experiences committed to helping individuals with disabilities, their caregivers and the broader community rethink ability. Through the power of adaptive innovation, recreation, and Colorado's great outdoors, we are transforming lives, families, and communities and creating a world that celebrates each person's abilities.

Our exhilarating adaptive outdoor experiences help participants make the very most of their passion, talents, and aspirations. They discover a renewed sense of confidence, reignite the pure joy of play, and find the motivation to try new things, meet new people, and believe in their own abilities. With industry-leading adaptive equipment, renowned coaches, instructors, and volunteers, and unmatched mountain and metro programs, we change the perceptions of athletes of all levels and help them, and the world, **#RethinkAbility**.

Position Overview

The Marketing Manager collaborates with the Operations and Communications Director and key staff members to develop and implement marketing and communication strategies that support the overall efforts to raise awareness and funding for the NSCD. This position focuses on building and maintaining NSCD's online presence, including social media, e-newsletters, website updates, and designing collateral for distribution.

Job Duties

The job duties of this position are performed personally, in cooperation with your supervisor, and/or in coordination with other staff. Additional work functions and duties may be assigned.

Marketing Duties/Responsibilities

- Create and implement marketing plans for NSCD programs.
 - Gather and analyze information to identify new markets and customers, demand for products and services, and efficacy of existing marketing campaigns and strategies.
 - Develop and implement new marketing campaigns and strategies to reach target markets in coordination with program teams.
 - Conduct market research to assess and ensure the fulfillment of programs at maximum capacity.

- Maintain knowledge of trends and developments in the market; identify needs for new products and services and makes recommendations to leadership.
- Design and copy write in-house collateral such as flyers, business materials, and other marketing materials using Adobe Suite.
- Manage relationships and projects with marketing vendors including printing and apparel production.
- Manage relationships and projects with marketing contractors including PR, design, and videography.
- Build and maintain social media presence across multiple platforms, including overall calendar, content creation, and placement.
- Produce monthly NSCD e-newsletters and other e-mail communications in the MailChimp platform including setting up templates following brand standards.
- Create and manage external listings and other print/electronic media in publications.
- Maintain website content, including links and coordination with client registration and data management system.
- Evaluate marketing initiatives using analytics.
- Implement search engine optimization (SEO) and maintenance on the website.
- Manage program advertising.
- Assist with NSCD special events and ability clinics as needed.
- Organize and maintain the NSCD photo/video library.

Professional Performance

- Adhere to all Personnel Policies and Procedures for the Agency.
- Maintain professional standards of performance, demeanor, and appearance at all times; act as a role model both at and away from the Agency.
- Maintain a creative, team-building approach to job performance and seek to bring a constructive, problem-solving orientation to all tasks.
- Perform all tasks and responsibilities with attention to detail and in a complete and timely manner, complying with agency policies and standards and conforming to the scheduling requirements of the job and program.
- Maintain an awareness of the agency's mission and work to promote the positive individual and social change goals it embodies.
- Exercise discretion and professional judgment at all times keeping with the responsibilities carried personally and by the agency for the care and welfare of the clients; act with honesty and integrity in all aspects of Agency business.
- Actively strive to upgrade professional skills through engaging in appropriate professional training and experience.
- Actively strive to create and maintain a culturally sensitive and appropriate environment through communication and interaction that demonstrates respect for diversity.

Other duties may be assigned

Qualifications

- Bachelor's degree in marketing, advertising, or another related field.
- A minimum of 3 years of experience in marketing and business.
- Must be computer proficient and possess experience in Microsoft Office Suite, Adobe Design Suite, HooteSuite or similar and the ability to learn new software as needed.
- Excellent written and verbal communication skills including writing and report development.
- Ability to implement agency vision, mission, values, and strategic plan.
- Ability to handle multiple tasks and assess and change priorities based upon agency needs.
- Strategic thinker who communicates professionally and effectively with diverse staff, volunteers, donors, prospects, and community stakeholders.
- Ability to maintain the consistent exercise of discretion and confidentiality in the performance of duties.
- Ability to work with a high degree of autonomy, and initiative and exercise personal judgment in a fast-paced environment with a strong sense of humor and integrity.
- Superior skills to organize, plan and execute the full scope of required programs.
- Knowledge of disabilities and adaptive recreation and equipment is desirable.
- Candidates must possess a Colorado driver's license, and meet background check criteria and criteria regarding clearance to drive NSCD vehicles.

Work Schedule

This is an office-based position, Monday – Friday from 8 am-5 pm. Weekend or evening hours may be required based on company needs.

Salary

The annual salary range for this position is \$49,000-52,000 per year. Actual salaries will vary and may be above or below the range based on various factors including but not limited to experience, education, training, and performance.

NSCD provides a comprehensive benefits plan including employer-sponsored medical and dental benefits, employer-paid life insurance and disability benefits, paid vacation, paid sick leave, and paid holidays and employees may participate in the 403b retirement plan. Benefit eligibility varies depending on your employment status and the number of hours you are regularly scheduled to work.

Physical Requirements

- Dexterity, auditory and visual acuity to operate computers, phones, and mobile devices.
- Auditory and visual acuity to interact with guests, sponsors, donors, and clients on a daily basis.
- Able to work for long periods of time without break during the conduct of presentations, meetings, and events.
- Able to lift 25 lbs. with minimal assistance.
- Able to work outside year-round in varying conditions.
- Able to successfully manage multiple, high-priority tasks in a fast-paced environment.

ACKNOWLEDGEMENT

This job description is intended to describe the general nature and level of work performed. It is not intended to be a complete list of all responsibilities, duties, and skills required of employees performing this job. Furthermore, this job description does not establish a contract of employment. NSCD may change job descriptions at any time, with or without notice as service needs require.

I have read, understand, and can accomplish the scope of work outlined in this job description.

Employee Signature

Date

Equal Employment Opportunity (EEO) Policy

NSCD is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age 40 and over, 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. NSCD will consider providing reasonable workplace accommodations if needed.