



Communications & Corporate Relations Manager Position Description

Job Title: Communications & Corporate Relations Manager

Job Site: Based out of full-time program locations of Edwards, CO, Frisco, CO, Denver, CO, South Lake Tahoe, CA, Incline Village, NV or Park City, UT

Reports to: Development & Marketing Director

Salary Range: \$45,000-\$50,000 DOE

Employment Term: Full Time, Year Round

Employment Start: As soon as filled, June 2021

Organizational Overview

Founded at Vail Mountain in 1993, SOS Outreach has transformed the lives of over 80,000 underserved youth. While providing outdoor recreation experiences for that many kids is impressive, it's only a partial demonstration of SOS' impact. Using a progressive and intentional program curriculum spanning 10 years, SOS combines outdoor adventure experiences (namely skiing/snowboarding), positive adult mentorship, and skill development opportunities to empower participants to unleash their full potential to thrive. Serving 4,000 youth each year across 9 states, SOS provides opportunities for personal growth for the kids in our communities who need it most.

Role

This newly created position will be part of an integrated national team to execute a purpose-driven communications strategy to strengthen partnerships and increase support and awareness of SOS Outreach locally and nationally. Reporting to the Director of Development & Marketing, this position will be a critical role bridging development and program team efforts to drive proactive outreach and strategic communications across SOS. This role will strengthen and implement SOS's integrated strategic communications; develop unique story-telling methods to highlight SOS's successes; advance the SOS brand both locally and nationally; establish and cultivate strong relationships with corporate partners and sponsors; and execute tactical solutions to help SOS grow both cash and in-kind contributions supporting all 21 program locations in nine states.

About the Team

The SOS national team is decentralized with members across the country and consists of 8 members, made up of the Executive Director, Director of Marketing and Development, National Program Director, Individual & Events Manager, Communications & Corporate Relations Manager (this role), Grants & Foundation Manager, Alumni Liaison Coordinator, and Operations Coordinator. Position is full-time (40 hour) ability to work some flexible hours, including occasional evenings and weekends and will be based out of one of our full-time program locations of Edwards, CO, Frisco, CO, Denver, CO, South Lake Tahoe, CA, Incline Village, NV or Park City, UT.

ESSENTIAL RESPONSIBILITIES:

Communications & Marketing - 60% of time

Create high-impact communications to exemplify SOS's purpose-driven mission across all platforms and increase visibility across all regions

INTERNAL:

- In collaboration with the SOS senior leadership, evolve SOS's organizational narrative and oversee the development and execution of the organization's awareness and audience engagement communications
- Develop efficient processes for production, quality control, delivery, asset management, etc.
- Work with all entities of the organization to establish, build, and train storytelling opportunities
- Be the 'last eyes' on crucial communications going out from the organization
- Develop departmental strategy and manage budget and resources in alignment with position

- Develop and present strategic points of view as needed and craft talking points and/or messaging materials around key organizational initiatives
- Lead the organization's strategy for current and new communications channels
- Develop a metrics program to measure marketing effectiveness

EXTERNAL:

- Create engaging and impact-focused content for dissemination across website, social, and traditional media channels
- Execute and support marketing plan alongside the Director to ensure SOS programs receive regular media coverage (internet, print, radio, social media and television). Marketing plan focuses on increased donor acquisition and retention, creating a systematic approach to individual and corporate management
- Manages social media content and platforms (Facebook, Instagram, YouTube, and LinkedIn) leveraging corporate partnerships to expand awareness
- Lead communication efforts with supporters through creation of regular organization-wide and regional newsletters (MyEmma)
- Actively manage website (WordPress), curating content, updating regularly, and aligning with current org language
- Craft strategies to engage, motivate and nurture the organization's key audiences.
- Oversee the creation of press releases, and respond to media inquiries
- Oversee the organization's content and communications calendar
- Oversee photography and video production, including managing, selecting and editing photos

Corporate Relations - 30% of time

- Expand and deepen existing support from corporate partners
- Execute and monitor success of corporate engagement plan to maximize partnerships and expand awareness
- Maximize opportunities and reach of existing storytelling that include direct call-to-actions through leveraging of partners channels and outdoor-centered publications
- Create marketing and engagement strategies for existing corporate partners
- Prepare and coordinate proposals, briefings, attachments, and other collateral for SOS leadership to facilitate the corporate solicitation process as requested
- Connect with outdoor and community stakeholders to understand how to amplify communications
- Work closely with the Director to identify, cultivate, solicit and steward new corporate prospects
- Serve as the lead for managing SOS' presence at high-profile brand events and trade shows

Other duties - 10% of time

- Dealing with inquiries from donors or prospects in a welcoming, friendly and helpful manner at all times, and ensuring that their requests are acted upon speedily and efficiently
- Assists with and attends events as appropriate

Skills and Qualifications

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field or equivalent work experience in communications strategy, development, and execution
- Experience running communications through a race equity lens
- Excellent writing and editing skills
- Strong organizational skills and attention to detail
- Proficiency with Microsoft Office Suite, Adobe, WordPress
- Excellent command of social media platforms and email marketing software (Emma)
- Graphic design or video editing talents a plus
- Ability to work in a remote team environment while independently managing responsibilities
- Strength managing project details and implementation

- Experience with Slack

Compensation

This is a full-time, salaried, exempt position. Salary will be dependent on experience with a range of \$45,000 - \$50,000. Benefits include medical, dental, and vision insurance, paid time off and sick leave, retirement matching, and a mountain season pass. The position will be based out of one of our full-time program locations of Edwards, CO, Frisco, CO, Denver, CO, South Lake Tahoe, CA, Incline Village, NV or Park City, UT.

How to Apply

Submit a resume and cover letter that highlights relevant work experience and background to Rebecca Gould, Development & Marketing Director, at rgould@sosoutreach.org. Applications will be accepted on a rolling basis until the position is filled.

For more information, please visit our www.sosoutreach.org.

SOS Outreach follows an equal employment opportunity policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender identity, age, physical or mental ability, veteran status, military obligations, pregnancy or marital status.