**Position Title:** National Marketing and Brand Director  
**Location:** Remote/Home Office  
**Reports To:** Chief Executive Officer  
**FLSA:** Exempt  
**Date Updated:** Dec 14, 2022

### JOB DESCRIPTION

#### Who We Are
Outward Bound (OB) is a national non-profit educational organization in the United States. Operating for almost 60 years in the U.S., OB provides access and opportunity for every student to lead a life of purpose and compassion. Outward Bound’s educational approach is rooted in the challenging and supportive environment of the outdoors and grounded in the science of learning and development. Outward Bound in the US has more than 1,000,000 alumni and serves more than 45,000 young people and adults each year from communities across the United States. At Outward Bound, we strive to provide educational experiences that are inclusive and relevant for all participants and are committed to organizational improvement in support of an equitable and just society.

#### OB in the US
Outward Bound in the U.S. is a federated network comprised of 10 regional Schools and two centralized support/governance organizations – Outward Bound USA (OBUSA) and the Outward Bound Services Group (OBSG). OBUSA is the national organization that supports and guides the network providing industry-leading safety and risk management, outcomes research and program innovation, brand and marketing communications strategy and support, national fundraising and partnership relationships, program standards and guidelines for consistency, quality and integrity, and financial stewardship and management.

#### Position Impact
The National Marketing and Brand Director serves as a strategic partner to the CEO to elevate the Outward Bound brand in the US, drive increased earned revenue, web traffic, social engagement, course enrollment and philanthropic investment.

#### Our Culture
We are a committed team of people who are passionate about education, adventure and the outdoors. We highly value frank conversations, growth mindsets and work/life balance. People who find success in our organization are committed to dismantling inequity, like to think expansively but know how to put ideas into action, and are strong communicators.

#### Functions and Responsibilities
The National Marketing and Brand Director will lead and influence the overall strategy and implementation plan to position our iconic portfolio of 10 Outward Bound Schools as an industry leader. They will:

- Closely partner with marketing, sales, and development teams to grow top-line revenues across the system through compelling and innovative projects.
- Develop a deep understanding of all audience segments needed to convert B2B and B2C market engagements.
- Build a multi-channel content strategy that drives brand awareness and advocacy across Outward Bound’s core audiences.
- Define brand voice and vision in partnership with cross-functional teams to increase the value of brand partnerships.
- Bring new thinking and strategies to life by influencing and working effectively with marketing teams across the system of Outward Bound Schools. Provide thought leadership and industry resources to benefit marketers across the system.
- Lead and influence organizational strategy using digital marketing best practices across paid, owned and earned channels.
- Monitor brand, emerging market trends, and the competitive landscape to provide insights & feedback to the Executive Leadership and Board of Directors.
- Contribute to the goals for the National Marketing Team, influencing portfolio roadmaps including the balance of core & new product growth, as well as scaling campaigns, content, and best practices across the system.

### Skills and Characteristics
- Prior team leadership of functional experts working nationally; coaching and developing broader team members throughout a matrix organization
- Working knowledge of content management systems, product information management systems, and digital assets management platforms
- Familiarity with mobile marketing and commercialization
- Strong peer level communication skills are essential, including the ability to establish and maintain an effective system of communication throughout the organization
- Strong leadership, strategic thinking, communication, and teamwork skills
- Competency with quantitative reporting on performance against goals
- Proven ability to manage and motivate a team of staff, including the development of systems to increase performance and efficiency
- Demonstrated understanding of, and commitment to, equity and inclusion work throughout marketing and communications work, both externally and internally
- Highly organized, detail-oriented, flexible, and creative

### Education and Work Experience
- 10+ years of experience in brand marketing or go-to-market
- 5+ years’ experience with leadership of marketing innovation with multi-brand consumer product portfolio. Ideally in the outdoor, recreation, camp or education industry.
- Minimum of 5 years’ experience in:
  - Multi-channel brand and consumer engagement campaigns
  - Identification, analysis, and selection of customer communication campaigns
- Experience in non-profit fundraising strategies, tactics and communications required
- Experience working in multi-unit business environment a significant plus

### Location and Physical Requirements
- A successful candidate will work remotely, combined with necessary travel for meetings and other engagements
- Ability to work at a desk and on a computer for most of the day
- OBUSA requires all staff to be fully vaccinated and up to date with recommended boosters. OBUSA will require documented verification of vaccination status. Accommodations to the Staff Vaccine Policy will be considered on a case-by-case basis.

### Compensation & Benefits
- This is a full-time position with a competitive benefits package, including health/dental/vision insurance, paid time-off, short-term disability, long term disability and a 403(b) plan.
- Salary range is $120,150-$146,850 depending on experience.

### To Apply
- Please send a resume and letter of interest to jobs@outwardbound.org
- Application deadline is January 6, 2023

Outward Bound USA (OBUSA) is an equal opportunity employer and values the inclusion and collaboration among employees of diverse backgrounds and experiences. OBUSA prohibits discrimination against, and harassment of, any employee or applicant for employment because of race, color, religion, sex, gender, pregnancy, genetic information, ethnic or national origin, sexual orientation, marital status, familial status, military or veteran status, qualified individuals with a disability on the basis of the disability, or any other category which may be protected under applicable state or federal law. Outward Bound USA also promotes respect for all people and will not tolerate harassment based on any of these characteristics nor on differences based on gender identity or expression.

As we strive to reflect the communities we serve; people of color are strongly encouraged to apply.