



Position: Digital Director

Location: Boulder, Colorado or remote work potential for candidates near Bend, OR., Salt Lake City, UT., or North Conway, NH.

Reporting to: VP, Marketing & Communications

Status: Exempt

Background

Protect Our Winters (POW) helps passionate outdoor people protect the places we live and experiences we love from climate change. Founded by pro snowboarder Jeremy Jones in 2007, POW works against climate change by turning passionate outdoor people into effective climate advocates. We are a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations. We work hard, and we enjoy taking our meetings to the chairlift or backcountry.

The Opportunity

The Protect Our Winters Marketing & Communications department is seeking a Digital Director to execute visual and written communications through our owned social media and paid media platforms. As the Digital Director, you will be an integral member of our marketing and communications team, and crucial to crafting our audience's perception of the POW brand. To be successful in this role, you should be a proven leader with core expertise, an exceptional communicator who can juggle strategic planning to tactical execution, operations, analytics, while authentically capturing the vibe of the outdoor community in your messaging.

In this role you will work to implement the organization's marketing strategy by overseeing all aspects of how POW shows up on our owned and paid media channels, and support digital optimization efforts for the POW website. This is informed by staying abreast of new trends, emerging platforms and media best practices. With an emphasis on top-of-class written and visual communications, you will weave creative messaging and visually inspiring content to connect with POW audiences and reach new audiences, converting them to followers or empowered climate advocates.

In addition to crafting your own creative content, by sourcing material from and collaborating with our content team and Athlete and Creative Alliances, you'll ensure a steady pipeline of content to fill our content calendar. Your creative and data-inspired efforts will support POW's evergreen initiatives, campaign-specific activations and membership-building goals.

The ideal candidate is an outdoor enthusiast who is fueled by a passion for protecting our outdoor places; is both creative and highly organized; and is a self-starter with strong initiative who can juggle multiple tasks in a fast-paced environment.

Description of Responsibilities

- Collaborate with VP of Marketing on the development of the yearly integrated marketing and communication strategy
- Leverage and help to grow Protect Our Winter's brand by showcasing content that reinforces POW's authenticity in respective industries (Snowboard, Ski, Climb, Run, Bike, Creative, Climate Science), and drives cultural influence to care about climate change
- Refine and update POW Social Playbook on a quarterly basis, at minimum, and share within the broader POW organization
- Create engaging and inspirational content that follows platform best-practices and is optimized for growing the organization's reach and engagement
- Collaborate with internal Marketing and Communications, Alliance, Events, Campaign and Development teams to build a content pipeline and, as needed, create and execute unique integrated promotional plans
- Proactively identify relevant news articles, happenings and cultural trends in respective sports and creative industries.
- Collaborate with and brief the Graphic Designer on the creation of unique assets that support storytelling objectives
- Maintain an integrated content calendar to ensure that social content follows strategic messaging structure
- Follow the latest trends on owned and paid media and test their performance to recommend the adoption of new creative tactics
- Listen to and engage with social communities making the POW social platform interactive, inclusive and approachable
- Track and analyze media KPIs to ensure owned and paid activity is optimized to our goals and in line with latest trends
- Engage in social conversion beyond POW's network to increase brand awareness and build a personal connection with the audiences
- Manage and collaborate with POW partner paid media agency, briefing campaigns, refining media plans and managing optimization efforts
- Attend POW Summits and present on behalf of Marketing and Communications, as needed
- Ensure that 501-c3 and 501-c4 communications expenses and project KPIs are met and maintained

Ideal Candidates Will Possess

- 7+ years experience in social media and paid media management, SEO and website digital optimization
- Excellent written communication skills. Proven ability to craft communications ranging from strategy documents, integrated marketing and communications plans, social captions to ad copy.
- Proven experience developing and implementing successful integrated - cross platform - marketing campaigns in a remote environment
- Experience working in or closely with action sports and the outdoor industry
- Experience working collaboratively with Content and Creative teams
- Experience working with professional athletes
- Experience working and collaborating with cross-functional teams with remote colleagues through virtual tools

- Demonstrated experience managing the day-to-day operation of Instagram, YouTube, Facebook, Twitter, LinkedIn, and other social media channels
- Deep understanding of how to drive engagement and conversion on relevant social channels
- Bachelor's degree in marketing, communications, or related field preferred
- Basic knowledge of Adobe Creative Suite
- Experience working with Sprout or similar social tool
- Experience with Trello, Basecamp, Asana or other project management software
- Strong understanding of the intersection of paid and organic digital content in marketing strategies
- Experience within the climate change arena preferred
- Experience managing multiple projects in a fast-paced environment
- Proven ability to develop strong relationships with community and partners

Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.

Location

The position is located in Boulder, Colorado with remote work potential for candidates that reside in the states in which POW has hubs: Boulder, Colorado, Bend, Oregon, Salt Lake City, Utah, and North Conway, New Hampshire. Unfortunately, POW is not able to accommodate candidates residing in other states at this time.

Application

Applications must be submitted by August 15, 2023.

To apply, please send your cover letter and resume to work@protectourwinters.org with 'Digital Director' in the subject line. Please no phone calls.

Salary commensurate with experience, with a pay range of \$80,000 - \$90,000. Protect Our Winters offers a generous benefits package including employer-paid (employee only) healthcare, vision, and dental benefits as well as a retirement match. Additionally, POW offers sick and holiday time, above industry average paid time off and a family-friendly, flexible work environment.

At POW, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. POW believes that building diversity is critical to the success of a global organization. We seek to recruit, develop, and retain the most talented people from a diverse candidate pool.

If you meet more than 75% of the qualifications of this description, we support your application.