

Since 1938, the nonprofit **National Ski Patrol** has dedicated itself to, and become the preeminent authority on, serving the public and outdoor recreation industry by providing education and credentialing to emergency care and safety services providers. NSP is a 501(c) (3) nonprofit association located in Lakewood, Colo., and serves over 30,000 members.

The NSP is currently seeking a **marketing director**. This position reports directly to the executive director.

Position Summary

The marketing director is responsible for targeting and developing new business partnerships and servicing existing NSP corporate partnerships, sponsorships and advertising programs. This responsibility includes related budgeting, administration and management of a portfolio of NSP's high value clients. The marketing director also oversees marketing activities related to various programs, such as member benefit programs, membership recruitment, public safety, and other outreach programs designed to promote NSP's mission and brand value for the membership, public and industry affiliates.

Responsibilities:

- Identify develop and service corporate partnerships, sponsorships and advertising programs.
- Oversee the sponsorship and advertising functions of the marketing department, including related budgeting and administration.
- Develop and implement strategies and programs to increase advertising and sponsorship revenue.
- Prepare and execute all sales and trade contracts, and monitor fulfillment of all contracts.
- Responsible for the administrative functions of the department, including maintenance of central files, press clippings, photo library, and other work product.
- Monitor the NSP website on a systematic basis for accuracy, and update the website to facilitate member use and sponsor fulfillment.
- Translate NSP objectives and strategies to develop brand portfolio strategies and plans to facilitate NSP growth with the public and sponsors.
- Build and develop a marketing team that is competent, dedicated, and sales-directed.
- Coordinate the production and distribution of various communications with outside vendors to meet their designated due date.
- Work closely with the communications director to ensure messaging is consistent with overall marketing and communication objectives.
- Supervise the marketing assistant.

- Contribute to the total effectiveness of the department by communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.
- Manage all aspects of print production, receipt and distribution.
- Represent NSP at various conferences and trade shows to promote and build relationships with sponsors and industry partners.
- Perform related work as required.

Job Qualifications:

BS/BA in Marketing or related field.

Minimum of seven years experience and demonstrated success in sponsorship sales.

Experience in the ski and outdoor recreation industry highly desired.

Nonprofit association experience desirable.

Experience in developing, managing and implementing PR, branding, marketing, and communication plans.

Experience in event design and marketing.

Supervisory experience.

Must be able to work both independently and with a team.

Possess initiative and be self-motivated.

Possess superior communication, negotiation and presentation skills.

Familiarity with social media and applications.

Computer proficiency and excellent knowledge of applicable software programs.

Dedication to excellent customer service of all clients, both new and renewal.

Benefits:

NPS offers an excellent, comprehensive benefits package, very competitive pay, and a casual work environment. Salary will depend on relevant experience.

Applications: Send resume and cover letter to Carol Hudson at chudson@nsp.org. No phone calls please.