

POSITION DESCRIPTION

Position:	Marketing Manager
Department:	Marketing and Photography Service
Salary Level:	III (Coordinator/Asst. Manager)
Default Housing:	<i>Tent-CHQ (Final housing assignments may differ based on availability)</i>
Reports To:	Marketing and Photo Services Manager
Desired Availability:	May 20 – August 22

Philmont Standards

- Must be at least 18 years of age by start of employment (21+ requirement, if applicable, will be noted below)
- Must become a registered member of the Boy Scouts of America at the start of employment and subscribe to the Scout Oath, Scout Law, and Declaration of Religious Principles
- Must provide a complete and current BSA Annual Health and Medical Record to the Infirmary upon arrival including review of risk advisory and immunization requirements
- Must maintain a clean, well-groomed appearance and be willing to purchase required uniform parts to meet Philmont's uniform policy
- Must participate in designated staff training
- Must adhere to the policies and programs set forth by Philmont Scout Ranch management

Position Overview

The Marketing Manager is responsible for cheerfully and willingly serving as a member Marketing & Photography Service team, whose objective is to serve the staff, campers and advisors who come to Philmont. You will work closely with department leaders throughout Philmont to produce professional print materials, web campaigns and Social Media posts.

Primary Duties & Responsibilities

- Maintain work schedule and assignment deadlines for Marketing department.
- Give leadership to the graphic designers by regularly reviewing project status and providing feedback as needed.
- Complete mid-season and final evaluation for Graphic Designers.
- Utilize strong writing skills to draft and schedule 350+ flawless social media posts.
- Coordinate department contributors from across the ranch to obtain specialized social media posts.
- Be familiar with Facebook, Twitter, TikTok & Instagram.
- Use Philmont archive and photography staff to obtain marketing photos for all social media posts and projects.
- Understand HTML and CSS to make website updates.
- Learn to use Photoshop, Illustrator and InDesign to produce or review projects.
- Use the internet to continually improve technical understanding of all job duties.
- Attend weekly management meetings.

- Complete other duties as assigned by direct supervisor or ranch management as required

Desired Qualifications & Experience

- Must be 18 years of age by time of employment
- Ability to prioritize tasks and ask for help when needed
- Ability to function well in a high-pace and at times stressful environment
- Knowledge of marketing highly suggested

Physical Requirements & Work Environment

- Must meet the BSA height/weight requirements
- Be able to lift and handle materials up to 70 pounds throughout the scheduled workday
- Up to 90% of the workday could be spent standing, walking, bending, stooping, kneeling, or crouching

Additional Information

Send inquiries to philstaff@scouting.org

It should be noted by applicants that Philmont Scout Ranch and the surrounding area are located in a rural ranching community within the high desert of the Sangre de Cristo mountains. Climate, culture, and the availability of resources may vary significantly than other communities. Amenities applicants are used to may not be available on the ranch or the surrounding area.

Philmont and the Boy Scouts of America provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Updated: 7/9/2022