



POSITION DESCRIPTION

Updated: Dec. 24, 2017

JOB TITLE: Manager, Marketing & Communications (AORE)
REPORTS TO: Founder/President (Event Garde)

Consultancy Overview:

- Event Garde is a Limited Liability Corporation (LLC) registered in the State of Michigan
- Event Garde is a professional development consulting firm committed to lifelong learning—for ourselves, our community and those who attend the meetings we facilitate—believing in its ability to create well-connected leaders and to foster performance improvement
- Event Garde desires to retain an Independent Contractor to render services described below

Client Overview:

The Association of Outdoor Recreation and Education (AORE) is the premier organization dedicated to serving the needs of recreation and education professionals in non-profit settings. Through AORE, members have a mechanism to interact with and affect decisions made by public land managers and the human powered outdoor recreation industry. AORE is committed to promoting ecologically sound stewardship of the natural environment and serves as a collective voice for its members regarding topics of regional and national concern.

Brand Audit:

- Complete an examination of AORE's position in the market compared to its competitors
- Determine the strength of AORE's brand together with its weaknesses or inconsistencies and opportunities for improvement and new developments
- Develop communication objectives, including targeted customer groups, more customized messages and greater brand interaction

Logo:

- Develop a new association logo that communicates the association's value proposition and resonates with key stakeholders
- Launch the new logo in concert with the association's 25th anniversary, to include a year-long marketing campaign celebrating the association and the industry
- Refine brand standards for logo use by AORE and its members, to include colors, fonts, slogan and the like

Communication Audit:

- Examine AORE's ability to send, receive and share information with its target audiences
- Evaluate AORE's ability to communicate with outside constituencies

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- Identify AORE's current communication platforms, including paid, owned, earned and shared
- Complete a comprehensive evaluation of each communication channel (remaining cognizant of those which currently serve as member benefits), gathering member feedback and impact data

Marketing Mix:

- Recommend communication channels to keep, enhance, sunset and add
- Clearly outline each communication tool, its value proposition, its target audience, its frequency of dissemination and the like
- Develop an annual marketing and communications plan to include action items, responsible parties, timelines, costs and measurements

Functional Materials:

- Develop, in collaboration with the appropriate team members, outward-facing materials needed by each functional area, including but not limited to:
 - Advertisers
 - Conference
 - Development
 - Events/programs
 - Exhibitors
 - Membership
 - Sponsors

Digital:

- Oversee the association's digital marketing and communications, including but not limited to:
 - Advertising
 - Annual report
 - Email
 - E-newsletters
 - E-magazines
 - Mobile app
 - Social media
 - Video
 - Website

Print:

- Oversee the association's print marketing and communications, including but not limited to:
 - Letters/mailers
 - Postcards

Media Outreach:

- Develop and maintain an industry-specific media list
- Develop relationships with appropriate members of the media
- Write and disseminate all press releases
- Serve as the point of contact for all media inquiries

Promotional Items:

- Research and recommend promotional items for various events and campaigns
- Develop artwork for all promotional items
- Collaborate with the Manager, Finance & Administration on all orders

Messages:

- Serve as the lead writer on major marketing and communication efforts
- Edit marketing and communication messages of other team members, as requested

Meetings:

- Participate in team meetings, as requested

Technology:

- Leverage all approved technology to facilitate outlined scope of work.
- Share technology requests/needs to the technology director

Other Duties:

- Complete other duties as mutually agreed upon by Event Garde/AORE leadership team

Collaboration:

- Collaborate professionally and timely with Event Garde/AORE team members
- Utilize appropriate collaboration technologies, such as Dropbox, to store, update and share files
- Must be able to take direction from Event Garde/AORE team members, as needed

Communication:

- Respond to all phone and text communication in the same day
- Respond to all email communication (via an established EventGarde.com email address) within one business day
- Utilize Smartsheet to record and track all projects/assignments

Professional Development:

- Identify annual professional development goals and participate in appropriate professional development opportunities to further grow knowledge, skills and abilities

Commitment:

- Hours per week are estimated at 10-15
- Event Garde endeavors to sign a one-year agreement with the successful candidate, renewable annually and with a 30-day cancellation clause

Relationship:

- This individual will be an independent contractor of Event Garde
- This individual will not be an employee or an agent of Event Garde for any purpose

Compensation:

- Compensation will be negotiable based upon experience and a proven track record
- On the final business day of each month, an invoice detailing hours worked/projects completed will be submitted for review, approval and payment processing
- This individual will be solely and completely responsible for any and all taxes due and owing to any governmental entity on any monies or compensation received from Event Garde, including but not limited to any self-employment taxes

Confidentiality:

- The confidentiality of Event Garde's processes and procedures, as well as the work product of AORE, is highly valued
- This individual will be asked to sign a confidentiality agreement as part of their onboarding process with Event Garde/AORE
- AORE shall own all data, information, documents, reports and other work specifically developed by Event Garde for AORE

Non-compete:

- This individual will be asked to sign a non-compete clause as a part of their agreement

Minimum Requirements:

- Minimum of 5+ years of experience in related work
- Four-year degree in a related field is preferred
- Proficient in the use of office and presentation technologies
- Demonstrated organizational, project management and problem-solving skills
- Exceptional interpersonal skills, including written and spoken communications

Soft Skills/Qualifications:

- Attention to detail
- Discreet
- Exercises good judgment
- Skilled communicator
- Well-organized

- Enjoys being part of a high-performing team
- Resourceful
- Professional
- Personable
- Results-driven
- Resilient
- Self-starter

Environment:

- This individual shall have sole discretion and responsibility for the selection of procedures, processes, materials, working hours and other incidents of performance of services not already established as a part of the Event Garde brand
- This individual has the right to perform services at any place or location as he/she determines appropriate
- Event Garde has no responsibility to provide workspace or equipment to this individual

Questions:

- Questions about this position may be directed to Event Garde founder/president Aaron Wolowiec by phone at 616.710.1891 or by email at aaron@eventgarde.com