



## **JOB DESCRIPTION**

### *Marketing Associate*

*Join our small but mighty team! We're looking for an adept part-time associate who loves logistics and has a penchant for field marketing and sales. Someone who can spruce up collateral on a dime while planning dynamic, real-world experiences that bring a brand to life. Someone who can coach colleagues to activate customers. Someone who's deft about follow-up and committed to nurturing leads. But most importantly, we're looking for someone who's passionate about motivating people to live better lives in the great outdoors.*

#### **EXPECTATIONS & RESPONSIBILITIES**

1. Work cross-functionally to coordinate, track, and report on external events that generate qualified leads and maximize ROI. These include town days, camp fairs, activity expos, school events, conferences, pub nights, and more. Event cycles range from 2 weeks to 6 months and occur primarily during the fall and early spring.
2. Produce collateral, merchandise, and other communications that support field marketing and promote sales for B2C programs. Deliverables may include brochures, flyers, viewbooks, sell sheets, digital displays, slide decks, social media posts, and emails. Larger design projects are generally completed between late spring and early fall.
3. Manage Hale's promotional card program. This includes fielding and evaluating requests, issuing cards and materials, and cultivating relationships with recipients.

#### **GROWTH TRAJECTORY**

As you settle into this role, you'll begin monitoring lead capture forms to drive and track outreach. Over time, you'll map the customer journey and work with program administrators to establish, manage, and grow a conversion pipeline. We'll also look to you for ideation and implementation of new field marketing tactics that are imaginative and engaging.

#### **WHAT YOU CAN EXPECT**

You'll collaborate with Hale's marketing director, business manager, and program staff members, expand your network, and take advantage of professional development opportunities.

You'll also enjoy a semi-flexible schedule as you work 24 hours per week (a few of your regular hours may vary in accordance with programming; occasional evenings and weekends are required).

While this position is part-time, it is salaried, exempt, and benefits-eligible. Highlights include holidays, paid time off, 403(b) plan access, disability leave, life insurance, optional health insurance, discounted membership at Hale Summer Club, and prorated tuition remission at Hale Day Camp.

#### **QUALIFICATIONS**

Candidates should possess a bachelor's degree in marketing, communication, business, hospitality, or a related field. They should have at least 1–3 years of experience in a similar role, ideally working with others to drive sales. Occasional local travel (to support marketing initiatives) is required.

A passion for education, appreciation for nature, and direct understanding of children and families are necessary for success in this role.

- Interpersonal
  - Entrepreneurial attitude, collaborative working style
  - Commitment to being a dependable, flexible, friendly member of the team
  - Ability to model and uphold Hale's [mission and core values](#)
- Professional
  - Excellent project management skills with impeccable attention to detail
  - Keen understanding of what brand alignment looks like in practice
  - Comfort managing a modest budget and tracking expenses in a timely manner
- Technical
  - Exceptional verbal, visual, and written communication skills
  - Mastery of Microsoft Word, Excel, and PowerPoint
  - Proficiency in Adobe InDesign and basic understanding of other CS/CC products
  - Familiarity with CRM or marketing automation systems is preferred, and experience with Raiser's Edge is a plus

## **APPLICATION PROCESS**

Please email your cover letter, resume, and a link to your portfolio to Greg Freed, Director of Marketing, at [gfreed@hale1918.org](mailto:gfreed@hale1918.org). Your portfolio may include 2–3 examples of any work you believe is pertinent to this role; if its pertinence isn't immediately clear, also include an explanation.

## **ABOUT HALE**

Founded in 1918, Hale is a private, non-profit education organization that manages 1,137 acres of adventure in Westwood and Dover. Our programs develop self-confidence, inspire passion for learning, and encourage appreciation for the natural environment. Widely recognized for our educational and recreational programs, we serve tens of thousands of children and families in the Greater Boston Area. We also welcome the general public and encourage visitors to enjoy our woodlands, meadows, and ponds. Our programs and land management practices are the legacy of our founder, Robert Sever Hale, who permitted use of his land "so long as it is charitable and benevolent in nature... to provide education which will develop intelligent, capable, and responsible citizens."

*Hale is proud to be an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor. We are committed to a work environment in which our diverse cultures, perspectives, skills, backgrounds, and experiences are welcomed and respected.*