VISIONS Service Adventures seeks a qualified Marketing/Operations Director. This is a full-time position based in Bozeman, Montana.

The ideal candidate is passionate about the vision and mission of VISIONS: using cross-cultural living and service work to foster positive growth, open communication, and a sense of purpose in teenagers.

As marketing/operations director, you will oversee the marketing systems of VISIONS, including the Salesforce database, Pardot, Wordpress website, Google Ads/Analytics, social media, and additional marketing channels. You will assess strategies and campaigns on an ongoing basis and seek to improve results based on the data that you collect. You will be responsible for overseeing the customer experience, from a new website visitor through alumni engagement.

You should have a proven track record of using technology to manage and improve business processes in a marketing capacity. An interest in learning and exploring new features and capabilities of existing products and assessing new solutions is mandatory. You need to be comfortable working on projects independently, as part of a small team, and in a managerial role delegating and overseeing others.

We recognize that people gain skills through a variety of professional, educational, and personal experiences. We also recognize that in a small organization—especially one such as VISIONS that operates on an annual cycle—each person’s role expands and contracts throughout the seasons. In order to be successful in this position, you should be willing embrace this dynamism and view your occasional involvement with leader training, program operations, and other segments of VISIONS as a chance to learn and grow.

If you believe you have the transferable skills and mentality necessary to be successful in this role, you are encouraged to apply. Please email a resume and cover letter to info@visions-service.com

Responsibilities

Customer Experience (CX) Oversight
- Work with the Executive Director and Program Coordinator to ensure a consistent, positive experience throughout the customer lifecycle, including marketing and sales processes
- Design and deliver reports and suggestions to improve the customer experience, and execute agreed-upon changes

Marketing Systems & Technology Oversight
- Translate long-term strategies and goals into actionable timelines and deliverables, and then deliver
- Ensure current VISIONS technology systems, including but not limited to Salesforce, Pardot, Wordpress, and Google Suite are maintained and developed as necessary
- Ensure accurate, actionable data in Salesforce, recommend and implement improvements as needed
- Use recognized best practices to implement and manage marketing campaigns and assets
- Ensure clear and concise documentation of all systems and standards
- Work independently and with others (both internal and external) to produce and deliver marketing content in a timely and targeted manner

Customer Outreach / Creative Oversight
- Make decisions about and oversee marketing materials and distribution, newsletters, e-blasts, social media, website and outreach recruiting trips
- Manage the creative side of marketing at VISIONS using both data as well as a keen social sense of what our clients value

Management
• Direct weekly meetings for 3-person sales and marketing team
• Manage deadlines related to marketing and sales

Small Organization Team Member
• Step in when necessary to support other members of the office in their roles based on seasonal fluctuations in daily operations at VISIONS

Job Requirements

For consideration, a candidate must have
• A commitment to and belief in VISIONS values
• Excellent written and verbal communication skills
• Ability to balance multiple priorities in a small business environment and use a combination of personal follow-through, delegation, and external contractors to deliver high-quality work on time
• Ability to translate business problems into operations and/or technological solutions, and work with stakeholders to implement these solutions successfully
• Demonstrated ability to work both independently and as part of a team
• A thorough understanding of marketing channels, campaigns, and reporting
• Demonstrated willingness to step outside your role as needed to support other team members

The ideal candidate will have some, but not necessarily all, of the following
• 3+ years working with marketing systems, ideally in a leadership position
• Salesforce administration experience strongly preferred
• Experience running and assessing marketing automation systems
• Experience with Google Analytics and paid search and paid social
• Experience with basic web and graphic design
• Experience writing marketing copy
• Experience creating and implementing marketing strategies for different channels

Compensation

Salary: Commensurate with experience.
Benefits: Healthcare, IRA and three weeks PTO, plus federal holidays.

About VISIONS

We believe that stepping outside of ourselves and encountering new perspectives fosters profound and positive growth. We know that young people who engage in meaningful service work within an inclusive/intentional group dynamic gain an enduring sense of purpose and fulfillment—it’s been our program model for 30 years. Our students settle into the daily life of another culture, accomplish shared goals, participate in community-building and in the process, begin to feel a sense of deep connection. As one of the oldest international summer service organizations for teenagers, we celebrate this connectedness—and the hope it holds for the future.

History

Our roots go back to the early 1970s, when a few New York friends and educators relocated to a Pennsylvania farm to establish an experiential summer camp for teens. Many summers in this setting taught us that teens thrived while working and living together. They loved the camaraderie, the physical labor and the shared sense of purpose. The concept of VISIONS sprang from this knowledge. Teenagers want to be part of something bigger and are willing to work hard to meet big goals. In 1988, we decided to take these ideas beyond the farm, sensing that this kind of volunteerism would appeal to teens.
VISIONS collaborates at the grassroots level, with a strong commitment to our community partners. We have lived and worked in the Dominican Republic, Montana Indian reservations and British Virgin Islands for nearly three decades. Most of our other sites have hosted VISIONS teens for at least 20 years. When we develop new programs, we do so with long-term partnerships in mind. These enduring relationships translate into exceptional opportunities for deep cultural learning. Students interact with local people who know and care for VISIONS, and leave their program with a greater understanding of what life is like in other parts of the world.

In 2010, VISIONS moved from Pennsylvania to Bozeman, Montana. We run a small downtown office that is casual but deadline-focused, dog-friendly, relatively flexible with some work hours, and that balloons into an organization of 50+ when summer leaders come to Bozeman for training before traveling to their various posts around the world for the programs.

**Our Core Values**

1. **Connection.** Forge connections with the self and others in ways that create enduring bonds, build empathy and make us whole.
2. **Communication.** Foster clear and honest communication that is the bedrock for meaningful relationships, that takes listening further into understanding and that makes us real.
3. **Engagement.** Actively and fearlessly strive to make a positive difference for other people, living creatures and the earth.
4. **Community Building.** Commit to being part of an interdependent group that learns from setbacks, accomplishes shared goals, and challenges each other to tap into the best parts of themself.
5. **Knowledge.** Cultivate understanding that comes from being fully present in the world and that engages the mind, body and heart. Through knowledge comes consciousness, transformation and love.