



PROGRAM EXPERT

JOB DESCRIPTION

Title: Program Expert

Team: Marketing and Sales

Position Tyle: Full-Time, 6 month contract with opportunity to renew

Location: Salt Lake City, UT, Jackson, WY, or Boulder, CO preferred. Remote candidates may be considered

Since 1973, Wilderness Adventures (WA) has provided outdoor trip and travel programs for 11-18 year olds. From whitewater kayaking to backpacking, rock climbing to language study, surfing to scuba diving, WA offers immersive year-round programs 10-70 days long around the globe. Rooted in character and leadership skill development, students will find fun, adventure, new friends, fantastic role models, and memories to last a lifetime during their experience. This is a great opportunity to enhance skills in organization, multi-tasking, communications, and learn about marketing and logistical planning for outdoor adventure programs.

POSITION DESCRIPTION:

As a part of the marketing and sales team, Program Experts work directly with families throughout the enrollment process, manage all communication, admissions paperwork, and provide a unique and specialized customer service experience. Additionally Program Experts work with the Director of Marketing and Sales to create, develop, and maintain marketing materials. A hands-on experience executing the marketing, admissions, and planning for a successful experiential education program. Additional duties may apply to assist with the enrollment of day campers at WA's Base Camp and WA's Missoula Outdoor Learning Adventures (MOLA).

SALES DUTIES

- Provide phone, email, and in-person support for families considering a WA program
- Work with CRM and enrollment software to track and maintain lead relationships
- Potential travel to recruit and implementation of the Home Show Tour and recruitment fairs
- Provide support for virtual webinars and open house meetings
- Work through the acceptance process with each student lead
- Create social media calendar, postings, and maintain comment and DM responses
- Assist with Base Camp and MOLA enrollment
- Digital Advertising support
- Website maintenance
- Email Marketing design and implementation
- Photo Management
- WA App Management (summer only)
- Any other duties as directed by the Director of Marketing and Sales

ADMISSIONS DUTIES

- Process incoming student applications, including proper dating, coding of trips, and data entry
- Process payments as necessary for program fees and other miscellaneous expenses
- Oversee applicable student withdrawals and associated financials
- Review all application paperwork including Health Histories, Student References, and initial risk waivers, paying special attention to medical history, dietary restrictions, and previous behavioral infractions.
- Keep up-to-date records of student issues and complete any follow up required with parents/guardians
- Track down missing or overdue forms, sending reminder emails and other family inquiries as necessary
- Process formal enrollment of students deemed acceptable for their applied program
- Run necessary enrollment and marketing reports

MARKETING DUTIES

- Creatively implement Social Media strategy and schedule posts and stories via Instagram and Facebook 3-5x's per week
- Build engaging presentations for webinars and other virtual events
- Photo cataloging and organization through the use of tags for print and media marketing
- Assistance with sales efforts as needed

KNOWLEDGE, SKILLS, and ABILITIES

- Superb organizational skills. A significant part of this job will be the organization of the enrollment aspects of our operation. Attention to detail is a critical skill needed on our team.
- A great teammate. We are a small office that all works together on all projects. We are looking for someone who can come on board and support our team. Excellent communication and critical thinking skills are required.
- An excellent communicator. Wilderness Adventures is continually growing and evolving to meet best practices, provide excellent experiences for our students and staff, and engage with families and our community in positive way. Flexibility to participate in a variety of activities to meet these goals is necessary.
- Coachable. None of us in the office are set in our ways, and the person in this position will be expected to grow and learn and evolve with us as an organization.
- Bachelor's degree required, or equivalent demonstrated experience.
- Proficient in Microsoft Office, Drive, MailChimp, Shopify, Hubspot, SmugMug, Social Media platforms.
- Fluent written and spoken English required, fluency in French and/or Spanish a plus.
- Driver's License required.
- Regularly work within the WA normal hours of operation of 8:00 a.m. to 5:00 p.m., as well as some Saturdays in the winter and spring. Occasional extended hours during the winter months is required to support the virtual webinar series. In the summer months, a summer schedule is established which will be outside the scope of these set days to include weekend and extended hours (both AM and PM). Must be flexible and willing to support wherever needed during the summer months (June - August)

WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

- Regularly required to talk and hear; frequently required to sit; and frequently required to stand and walk.
- Physical demands related to travel.
- This job occasionally requires lifting or moving up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and color vision.

TO APPLY

This is a full-time, 6-month position beginning as soon as possible. To apply, please send a cover letter, resume, and list of references to the Director of Marketing and Sales at carly@wildernessadventures.com. For more information about the program, please visit wildernessadventures.com