

National Outdoor Leadership School (NOLS)

*NOLS' mission is to be the leading source and teacher
of wilderness skills and leadership that serve people and the environment.*

Position: Director of Sales & Marketing

National Outdoor Leadership School (NOLS)

Work Location: Flexible

Deadline: September 30, 2022 (for priority consideration)

NOLS seeks a data-driven, results-oriented Director of Sales & Marketing to develop and manage marketing strategy and lead marketing efforts for all programs at NOLS.

NOLS

National Outdoor Leadership School (NOLS) is an international nonprofit organization that teaches wilderness skills. NOLS' mission and impact reach far and wide, with locations across the world and operations in all 50 states. NOLS enrolls more than 28,000 students and employs over 1,000 full-time and part-time staff, with an annual budget of approximately \$40 million in a typical year. NOLS boasts more than 360,000 active alumni.

Position

The Director of Sales & Marketing leads the strategy to position and grow recognition of the NOLS brand in educational and travel markets, develops and manages marketing strategy and leads all marketing efforts at NOLS. They will envision and hire a new team, develop markets, drive demand, recruit students, and improve recognition of NOLS offerings. They are responsible for understanding the needs of NOLS' current and prospective student base and providing input about potential growth opportunities. They serve on the future NOLS Program Leadership Team, partnering with program leads and teams supporting the Chief of Program Strategy, and frequently interfacing with the NOLS President. They also must partner with other internal leaders to ensure that external messaging reflects internal work (i.e., equity and inclusion, advancement efforts, etc.).

Location

For the first six months, this role will require 50-75% on-the-ground onboarding time at NOLS Headquarters in Lander, Wyoming. At that point, the position will be eligible for long-term hybrid office and remote work options and opportunities for an alternative, non-traditional work schedule. We anticipate that periodic travel (~10-25%) will be needed on an ongoing basis to NOLS Headquarters and field locations. Location within a day's drive of Lander will make work coordination much easier but is not required.

Compensation

A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. The expected annual salary range for this position is \$140,000-\$150,000.

Start Date

Winter 2022

To Apply

Please visit: <https://potrerogroup.com/executive-search/nols-director-sales-and-marketing> and select "Apply." Interested candidates should apply by September 30, 2022, for priority consideration. Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.

For More Information

More information about National Outdoor Leadership School can be found [here](#).

For more information on this search, please contact: nolsdsmsearch@potrerogroup.com