

Marketing Manager

10-18

The Longhorn Council of the Boy Scouts of America, located in Hurst, has a marketing manager position available for the right, dynamic person. We are looking for a personable marketing manager with 3-5 years experience to help us manage both inbound and outbound marketing for the nearly 20,000-scout Council.

Experience in Scouting is greatly preferred.

The right applicant will have experience managing various marketing services/disciplines including social media, print, broadcast, streaming media, outdoor, digital publications, video development, events, apps, etc.

As the key day-to-day marketing person for the council, you will be instrumental in keeping the daily flow of information going out to units, scouters and potential scouters. Ability to think on your feet at all times a MUST. You'll be asked to maintain the Council's website, work with various Council staffers and Council Board members to help execute marketing plans being developed or already in motion.

Experience in social media is a must. You will be expected to interface and keep flowing the outbound information for social media platforms such as Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn and possibly others. Experience editing and creating videos would be a big plus.

You will be asked to help develop and implement marketing plans for specific vertical markets, tapping your demonstrable strategic marketing experience. You will be asked to help write and maintain blog posts, cut articles down for mass distribution to variety of social media platforms, as well as help determine what information needs immediate attention and be able to execute on the most important action first.

This is not a 9-5 position. The position may require offsite visits during the work week, as well as occasional attendance on weekends for Council activities, meetings, camps, camporees or any other scouting activity where fun and exciting scouting stories may be unfolding.

The Longhorn Council, Boy Scouts of America is Texas' foremost youth program, providing character development and values-based leadership training to young people and their families throughout 23 counties in North and Central Texas.

The council is home to nearly 20,000 scouts and maintains five camps, a high adventure base, and the Longhorn Activity Center to serve youth and families throughout Texas and the United States.