

Her Outdoor Journey Marketing and PR Specialist
Headquarters in Eugene, OR
Application Deadline: 8/21/2024
Job Type: 15-20 hours per week (open to remote)

About Us

We are dedicated to providing transformative, outdoor-based educational experiences as well as once-in-a-lifetime destination retreats for adventurous ladies who are passionate about the outdoors and want to build their skills and confidence.

Our mission is to bridge the gap for women and families in the outdoor community through unparalleled experiences that educate, empower and connect others. We curate exceptional retreats that offer personal growth, adventure, and camaraderie in breathtaking natural settings.

Fueled by passion and the mission of helping others find their confidence and independence in the outdoor world, Her Outdoor Journey was created to empower women and families in the outdoors.

Job Description & Requirements

We are seeking a dynamic and creative Marketing and PR Specialist to join our team and help propel us forward as we lean into serve, educate, inspire, and empower other women in the outdoor world. The ideal candidate will be enthusiastic about outdoor adventures, have an untamable love for new experiences, and passionate about connecting with women who share this love. Our ideal candidate also has a knack for all things marketing with a keen eye for trending and current strategy while staying rooted into the ethos of the Her Outdoor Journey mission. This role will be instrumental in driving our marketing strategies, enhancing our brand presence, acquiring new customers, and engaging our target audience to elevate our brands impact in this community.

The marketing team plays a crucial role in representing the brand across e-commerce platforms, media channels, sales channels, and external partnerships. We are a fun-loving and hard-working team of outdoor enthusiasts committed to positive brand expression, creative strategy, and an exceptional customer experience. We're looking for a self-motivated, dynamic, outside of the box thinker, and strategy-oriented individual to join us as a Marketing and PR Specialist. This position reports directly to the Sales and Marketing Director, and works in close collaboration with our Operations Manager.

This candidate will also travel for shows to help bring more brand awareness to our community, participate in fun giveaways, and public events, as well as support our public relations efforts. This candidate as well as the entire marketing department, and Operations Manager will collaboratively work together to maintain deliverables and working agreements with company partners and sponsors.

The Marketing and PR Specialist at Her Outdoor Journey will support our internal and outbound marketing efforts to enhance branding, market positioning, and asset creation. This person will coordinate and create digital campaigns, create email sequences across our subscriber lists, help create and distribute social media assets, and support photography and video production.

Additionally, the Marketing and PR Specialist will collaborate with the sales and direct-to-consumer departments, providing e-commerce support as needed. The ideal candidate will leverage internal and external resources to optimize the processes and tools utilized by their teams. We seek individuals who are a “glass half full,” high-energy, solution-oriented, collaborative, and thrive in an entrepreneurial environment.

The ideal candidate will also work with our team to design branded apparel and merchandise for our e-commerce site as well as for our specialized events and shows.

What you'll be doing

- Support HOJ's overall marketing strategy to drive e-commerce traffic and grow digital channels.
- Play a strong role in supporting the direct-to-consumer business via seasonal marketing campaigns, regular email communications, and website landing pages.
- Support social media accounts via content creation, posting, and engaging with Her Outdoor Journey's online community.
- Work with HOJ partners and sponsors to ensure contracted deliverables are maintained and satisfied.
- Organization of marketing assets from internal and external sources.
- Help design and produce branded apparel and merchandise for e-commerce, events, and shows.
- Help produce engaging content for social media channels, heroutdoorjourney.com, email campaigns, etc.
- Identify trending marketing strategies with creative and brand specific communications.
- Monitor campaign performance & analyze marketing strategies to identify strengths and weaknesses that will inform future growth opportunities.
- Be an ambassador of the company to all external customers, partners and our online community.
- Duties and tasks will be performed professionally, according to Her Outdoor Journey policies and procedures.

Skills & experience you'll bring to Her Outdoor Journey

- Experience in the hunting/ outdoor community preferred
- 2+ years experience in marketing preferred
- Proven marketing portfolio with strong references
- SEO and keyword knowledge is a must
- An eye for copywriting that converts while speaking through the voice of HOJ
- Experience creating and posting engaging and relevant social content for multiple platforms

- Thorough understanding of content creation, tools, and processes
- Adobe Creative Cloud preferred
- Canva or Adobe Express
- Basic understanding of e-commerce platforms
- Wix website experience preferred
- Experience with paid digital marketing campaigns
- Photography, videography, and/or content-related tools preferred
- Data reporting tools such as Google Analytics, Meta analytics dashboards, or similar
- Highly creative with the ability to identify trends and opportunities that support the business and overall growth
- Excellent writing, proofreading, and editing skills
- Ability to work independently, customer-first mindset, strong problem-solving skills, highly motivated, and can work well under short deadlines when needed.

Summary of Key Responsibilities:

1. Marketing Strategy Development:

- Assist in developing and executing marketing plans and campaigns to promote Her Outdoor Journey retreats, shows, and other events.
- Collaborate with the marketing and sales team to create strategies that enhance brand visibility and drive engagement to our target demographic.

2. Content Creation:

- Create compelling and engaging content for various platforms including social media, email newsletters, websites, and promotional materials.
- Write and edit copy for advertisements, blog posts, social media updates, and other marketing collateral.

3. Social Media Management:

- Manage and grow social media channels (Facebook, Instagram, YouTube, TikTok, LinkedIn, etc.), ensuring consistent and engaging content.
- Monitor social media trends and analytics to optimize posts and campaigns.

4. Event Promotion:

- Develop and implement promotional strategies to increase attendance and participation in our retreats, events, and shows.
- Coordinate with event organizers to create and execute pre-event marketing activities. create and execute event giveaways. As well as assist with events throughout the year.

5. Market Research:

- Conduct market research to identify trends, opportunities, and target demographics within the outdoor and women's adventure and hunting community.
- Finger on the pulse to help analyze competitor activities or industry trends and provide insights for strategic adjustments as needed.

6. Brand Management:

- Maintain and enhance brand identity through consistent messaging and creative visual content as well as design and assets for apparel and merchandise.
- Ensure brand guidelines are adhered to across all marketing materials and communications.

7. Analytics and Reporting:

- Track and analyze the performance of marketing campaigns and strategies.
- Prepare reports and provide insights to optimize future marketing efforts.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field preferred.
- 2+ years of proven experience in marketing, preferably in the outdoor or event industry.
- Strong passion for the outdoors and a commitment to empowering women is a must!
- Proficiency in social media platforms, content management systems, and marketing tools.
- Excellent written and verbal communication skills.
- Exceptional editing skills.
- Creative thinker with strong attention to detail and organizational skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Experience with Asana, Mailchimp, Wix, G-Suite preferred

What We Offer:

- Opportunities for professional development and career growth.
- Continued training in relevant fields
- Opportunities for bonus incentives
- Opportunities for world travel and incredible outdoor adventures
- A supportive, faith-based, positive, and uplifting work environment.
- The chance to contribute to a meaningful mission that empowers women and celebrates the outdoors.
- Access to our retreats and outdoor experiences.

The Perks

- Hybrid remote work environment
- Schedule flexibility
- Yearly team retreat
- Hourly wage with incentive bonuses on performance
- Opportunities for world travel and bucket list experiences
- Great discounts on HOJ gear
- Active, fun-loving, and outdoor-oriented staff
- Opportunity to move into a full-time position

How to Apply:

[Apply here today!](#) Interested candidates will also need to submit their resume, cover letter, and a portfolio of relevant work (if applicable) to info@heroutdoorjourney.com. In your cover letter,

please describe your passion for the outdoors and how your experience aligns with the mission of Her Outdoor Journey. As an optional piece you can also include a one minute video of why you want to work with the HOJ team!

Her Outdoor Journey is an equal-opportunity employer.

Job posting: 8/9/24

Application Deadline: 8/21/2024 or closed when filled

Job Title: Marketing and PR Specialist

Department Marketing

Reports to Sales & Marketing Director

Location Eugene, Oregon (remote allowed)

Hours part time at 15-20 per week

Wage Range \$16,000 to \$24,000 (\$22-\$25/hour to start)

Join us in making a difference by connecting women with unforgettable outdoor experiences.

[Apply here today!](#)