



About the Role

1440 Multiversity is a 501(c)(3) charitable organization committed to creating hope for living well. We are continually active in our programming and work hard to fulfill our mission of creating hope for living well. This role is best served by a person with a passion for deep hospitality – a term defined as an authentic and genuine love for others. You will work among a driven team of unique and diverse thinkers that share a similar like-hearted approach to the dedicated service and well-being of others. We expect our team members to uphold our standards and with belief that they are the most valuable resource to accomplishing our work. If you thrive in a high-energy organization, developed an interest in your own personal well-being, are committed to seeing others flourish and thrive, have an appreciation for the outdoors, believe in upholding high service standards, an empowered thinker and problem-solver, and are willing to co-create a positive work culture of belonging and unity you will likely be a great fit to thrive within our organization.

As the **Assistant Director of Marketing (the “AD of Marketing”)**, a new role on the 1440 Marketing Team, you will be responsible for the development and execution of 1440 storytelling and brand initiatives through inspiring content as a leader in the **Marketing Division**. Paramount to your role is energizing 1440’s Culture Principles and doing your part to help ensure fulfillment of the organization’s mission and vision. In addition to the assigned duties below, you will serve as a dynamic utility player with broad experience across multiple marketing arms, especially website management and content development. This position requires a detail-oriented project manager to anticipate needs, update existing material, generate novel work, and identify new ways to reach specific target audiences by appealing to consumer interests and creating engaging material, while modeling the desired behavior expected of your colleagues. Through active support and respect of the direction established by senior leadership, you will be accountable to the performance of your job responsibilities and ensure adherence to established standards and protocol throughout campus. As a 1440 leader, you must display sound business acumen, authentic leadership skills, personally invest in the growth and development of the marketing team and its contractors, and proactively contribute to the success of your department and division’s quantitative and qualitative business goals and fiduciary responsibilities.

All 1440 team members are required to passionately model the organization’s charitable purposes and immersive learning experiences. The expectation is that you will make a positive difference within our organization by stimulating sensory-experiences for your fellow 1440 team members, our guests, and in our community by demonstrating the highest level of hospitality, story-telling ability, and professionalism that advances our mission and vision.

What You Will Do:

- **Mentor others:** An initiative-taking and personal approach to the growth and development of the Marketing team.
- **Uphold quality standards:** Create process benchmarks for the greater 1440 team to follow with the goal of optimizing the guest experience and always seeking ways to continuously improve communication and storytelling.
- **Business planning and analysis:** Develop financial forecasts and department goals, display sound business acumen, and support the achievement of established expense forecasts.
- **Innovate:** Expand 1440’s storytelling and content creation to stimulate curiosity, excitement, and learning opportunities for all.
- **Foster employee wellness:** Support the self-care needs of the team by engaging in and promoting wellness activities and initiatives that optimize individual mental and physical health.
- **Lateral service:** As a 1440 leader, you will support your colleagues in need and participate in organizational initiatives introduced as needed in the spirit of creating hope for living well – for guests and the 1440 staff.
- **Tenants of Leadership:** Embrace and live the 1440 tenants of conscious leadership (50% of your job).



1440 TENETS OF CONSCIOUS LEADERSHIP

LIVE THE 14 CULTURE PRINCIPLES: OUR ORGANIZATIONAL CULTURE IS PART OF OUR DNA, AND WE PASSIONATELY COMMIT TO NURTURE AND PRESERVE IT. ALWAYS ATTEND AND PARTICIPATE IN DAILY STAND-UP MEETINGS TO OBSERVE BEHAVIOR AND COLLECTIVELY FOSTER OPEN COMMUNICATION WITH ALIGNMENT TO 1440'S MISSION OBJECTIVES.

LIKE-HEARTEDNESS: OUR LONG-TERM SUCCESS RELIES UPON THE GENERATIVE ENERGY AND CONTRIBUTIONS OF ALL 1440 TEAM MEMBERS WHO CO-CREATE EXPERIENCES WITH LOVING HEARTS. WE WILL FULLY SUPPORT 1440'S PHILANTHROPIC ADVOCACY WORK AND THE FIVE LEARNING PILLARS TO INSPIRE AND ENRICH THE WORLD IN SUPPORT OF OUR VISION OF CREATING HOPE FOR LIVING WELL IN AND OUTSIDE OF THE WORKPLACE.

CONVERSATIONS THAT MATTER: FOSTER A SAFE AND OPEN ENVIRONMENT TO ENGAGE IN CONVERSATIONS THAT ARE IMPORTANT TO YOU IN A RESPECTFUL AND PROFESSIONAL MANNER EVEN IF IT'S UNCOMFORTABLE. EMBRACE AND EXUDE POSITIVITY, JOY, HOPE, AND OPTIMISM - NO "DRAMA TRIANGLE" NEGATIVE TALK OR BEHAVIOR - FACT VERSUS STORY. HAVE A PERSONAL CONVERSATION THAT MATTERS WHEN AN ISSUE ARISES BY RESPECTFULLY QUESTIONING THE ACTIONS OF OTHERS IF THEY ARE INCONSISTENT WITH OUR VALUE PRINCIPLES REGARDLESS OF THE PERSON(S) OR CIRCUMSTANCE(S).

ONE TEAM, ONE MISSION: BUILD TRUSTED RELATIONSHIPS WITH CO-WORKERS ASSIST ACROSS DEPARTMENTAL LINES. THINK BEYOND THE SOLE NEEDS OF YOUR DEPARTMENT WITH YES IN MIND. HIGH QUALITY IS THE EVERYDAY STANDARD, ORGANIZATIONAL EVOLUTION IS CONSTANT, AND OUR PERFORMANCE AND PROCESSES CAN ALWAYS BE IMPROVED.

ENGAGE IN MIRROR WORK: LOOK IN THE MIRROR TO BECOME MORE SELF-AWARE WITH TRUE REFLECTION, TRUTH, AND CLARITY. BE A SELFLESS, HUMBLE AND VULNERABLE LEADER. SHOW UP IN A WAY THAT CONSISTENTLY DEMONSTRATES A MINDFUL AND CONSCIOUS APPROACH TO DEEP HOSPITALITY. SEE THE WORLD THROUGH THE LENS OF OTHERS TO BUILD TRUST. OWN YOUR ACTIONS WITHOUT MAKING EXCUSES OR SHIFTING BLAME - "MIRROR, MIRROR ON THE WALL..."

OPEN COMMUNICATION: BUILD GENUINELY AUTHENTIC RELATIONSHIPS THROUGH RESPECTFUL COMMUNICATION. DIRECTION SHOULD BE CLEAR AND GENERALLY CONSISTENT. POLITICS SHOULD BE MINIMAL AND A PROFESSIONAL DEMEANOR IS ALWAYS ENCOURAGED. TREAT PEOPLE EQUITABLY, LISTEN TO CONTRARY PERSPECTIVES IN REVERENCE TO OTHERS, AND DISPLAY PROPER DECORUM WHILE RESPECTING THE CAPABILITIES OF ONE ANOTHER.

BELONGING & UNITY: OUR STAFF IS 1440'S MOST IMPORTANT RESOURCE, SO WE WILL RESPECT THE DIVERSITY AND UNIQUE DIFFERENCES AMONG US WITHOUT PASSING JUDGEMENT. CULTIVATE YOUR PERSONAL PERSPECTIVE AND PIVOT FROM PROBLEM TO POSSIBILITY MINDSET. DEVELOP A DEEPER COMPASSION AND UNDERSTANDING OF NEEDS OF OTHERS AND OFFER THE POSSIBILITY OF ALTERNATIVE SOLUTIONS THAT CREATE MUTUAL BENEFIT.

BUSINESS ACUMEN: MAINTAIN CURRENT KNOWLEDGE OF AND FULFILL YOUR JOB RESPONSIBILITIES. BE ACCOUNTABLE FOR YOUR ACTIONS AND REMAIN COMMITTED TO HELPING 1440 ACHIEVE ITS FINANCIAL GOALS AND MISSION OBJECTIVES.

CO-CREATION: WE ARE ALL CO-CREATORS OF 1440 AND WILL CONTRIBUTE MEANINGFUL, CREATIVE, AND INNOVATIVE WAYS TO ADVANCE THE 1440 MISSION. I WILL ADAPT TO CHANGE AND REMAIN OPEN TO APPLYING NEW APPROACHES. WE FULLY SUPPORT 1440'S PHILANTHROPIC ADVOCACY WORK TO INSPIRE AND ENRICH THE WORLD BY CREATING HOPE FOR LIVING WELL. I WILL DO MY PART TO PROTECT OUR NON-PROFIT STATUS BY ALIGNING MY EFFORTS TO OUR FIVE LEARNING PILLARS IN FULL SUPPORT OF OUR VISION IN AND OUTSIDE OF THE WORKPLACE.



Basic Qualifications and Responsibilities

- Responsible for managing key marketing channels including the 1440 website, social media, email marketing and their associated content creation needs, with demonstrated marketing experience.
- Collaborate with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.
- Support the creation, development and marketing of Community Learning Events and 1440.tv resources.
- Plan and manage campus photo and video shoots with approved vendors to support 1440 brand and learning objectives.
- Work with contract graphic designers and writers to supplement content creation.
- Assist with building aesthetically pleasing presentations and documents for internal and external meetings.
- Suggest new ways to promote organizational offerings and expand consumer reach.
- Capture campus photos and videos for multiple uses across marketing projects; photo editing experience required.
- Assist the Marketing Team with other activities including mailings, sourcing requests, media photoshoots, media quote and imagery requests, accolades submissions and other needs.
- Demonstrate strong knowledge of marketing software including Adobe Creative Suite (Photoshop, Illustrator, and InDesign) and Hubspot or similar Customer Relationship Management (CRM) platform.
- Ensure all organizational, divisional, and departmental goals are met, while complying with 1440 business values.
- This role requires working collaboratively with others in a team setting – this is not a remote position.
- Any need for occasional offsite work or business-related travel is at the discretion of senior management and therefore must be pre-approved in writing with no self-discretion.
- Perform other duties, special projects, and miscellaneous assignments as ascribed.

Digital Platforms

- Work closely with website agency and 1440 leadership to develop integrated marketing strategies to meet organization needs and Key Performance Indicators, including new website pages.
- Oversee and expand 1440.tv content creation – including “In the Teaching Kitchen” and “1440 Living Well” class series.
- Develop and deploy email marketing campaigns to expand engaged user database.
- Utilize Search Engine Optimization (SEO) methods to increase site traffic.
- Use social media to engage consumers, respond to questions or complaints, and to promote company mission initiatives and objectives.
- Develop strategies and tactics to maximize followers, subscribers, and engagement with 1440 website pages, social media pages and e-newsletter.
- Assist in expanding the 1440 brand social media presence by creating engaging, shareworthy social media content – seek opportunities for viral campaigns and content.
- Recommend and develop social media campaigns that align with key 1440 mission initiatives.
- Pursue opportunities for 1440 to partner with popular social media pages, blogs and websites.
- Oversee social media accounts while creating/maintaining a social calendar and analyze post performance and optimize as needed to amplify content; monitor and submit analytics weekly, identifying areas of success and areas of improvement.
- Monitor existing and emerging mission- and brand-aligned industry trends and how they’re discussed online to assist with strategy development.
- Upload/publish content to 1440 website and social media channels and assist with general website updates, including curating content for 1440 Multiversity Online Learning.



- Adept with social media platforms, strategy, and monitoring (Facebook, Instagram, LinkedIn, Twitter, Pinterest, Sprout Social), with the ability to build and sustain an online community.
- Develop, implement, manage, and analyze new and emerging social media strategies and use best practices to increase visibility and traffic.

Creative/Copywriting

- Work with stakeholders to develop written and visual content as part of the larger brand marketing strategy – focus on educating and inspiring the audience.
- Assist with the creation and design of fact sheets and promotional materials following outlined brand guidelines, including banner ads, fliers, email headers, and other design projects as needed.
- Manage the development of creative copy and content across multiple platforms including but not limited to social media, e-mail newsletter, advertising, blog, stories, media platforms, and videos.
- Generate and execute (both personally and in managing contractors) time-sensitive educational/inspirational content for 1440 brand distribution channels (blog posts, videos, social, marketing copy, and editorial stories).
- Create and edit compelling, aspirational imagery and video in support of editorial projects and social media initiatives.
- Organize, schedule, and conduct photo and video shoots with external vendors – including creative direction and management of all participants while on campus.
- Excellent writing skills and ability to write in varying voices, from longer-form features to Q&As to impactful email marketing and social media copy.

Confidentiality

While working for the company there will be access to a wide variety of confidential information concerning the company, guests, and staff members. It is vital that all such information remains confidential and may not be disclosed to anyone outside the company, guests, or among staff members unless otherwise permitted in writing by the Managing Director.

AAP/EEO Statement:

1440 Multiversity provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, 1440 Multiversity complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

1440 Multiversity expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of 1440 Multiversity's employees to perform their job duties may result in discipline up to and including discharge. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

I have received, reviewed, and fully understand the above job description including the KPI performance metrics and leadership tenants. I further understand that I am responsible for the satisfactory execution of this role, executing all



leadership tenant responsibilities, and job functions herein, under any/all conditions as described and subsequently assigned to me by management.

Employee Name _____

Date _____

Employee Signature _____

2022 KPI PERFORMANCE METRICS

Quantitative Goals

1. Meet 2022 annual expense budget - total campus financial metrics:
 - i. Total campus expenses of \$20,652,421*
 - ii. Total Marketing expenses of \$568,542*
2. Meet 2022 Medallia Guest Satisfaction metrics:
 - i. Overall Satisfaction: 9.10*
 - ii. Likelihood to Recommend: 9.10*

** Note: Final numerical goals are subject to change based on final board approval of 2022 budget*

Qualitative Goals

1. Double content catalog for 1440 Online Learning. Work with partners, faculty members and experience instructors to create and promote webinars, videos, podcasts and other resources for internal and external audiences.
2. Develop 1440 content calendar. Working with key stakeholders, ensure that promoted content on social media and the 1440 blog aligns with 1440 learning pillars and current business initiatives.
3. Elevate the 1440 Multiversity experience for all by:
 - Curating compelling and engaging learning content for employees and guests
 - Keeping all marketing channels and assets timely and current
 - Creating marketing initiatives that broaden the 1440 brand and resources for those who are not able to be on campus