Job Title: Marketing and Sales Manager
Reports to: Executive Director

Job Overview:
JSAW is a non-profit action sports ministry that is transforming action sports culture by making riders into disciples of Jesus. The Marketing & Sales Manager drives JSAW's audience development, earned revenue growth, program participation, and fundraising growth. This is a hands-on, results-oriented role for someone who combines marketing strategy, business development, storytelling, and a passion for action sports and JSAW's mission.

Pay
$60,000 - $80,000 salary
In office with flexibility to travel for events
Full Time – flexible schedule, occasional evenings and weekends required for events

Responsibilities
1. Audience Development
    - Lead JSAW's website, paid advertising, email marketing, and social media strategy to grow awareness, reach, and engagement.
    - Plan and coordinate event outreach, including booth setups, community presence, and speaking engagements.
    - Develop campaigns that attract new riders, families, supporters, and partners.
2. Sales & Program Growth
    - Drive JSAW's $300,000 annual earned-revenue goal across retail, admissions, and athlete development—including coaching, lessons, and trips.
    - Develop and improve the rider journey, moving riders from first contact to participation, belonging, and deeper involvement.
    - Grow program registrations, small group attendance, and participation at JSAW events.
    - Work with program leaders to identify growth opportunities, improve retention, and connect marketing efforts to program outcomes.
3. Fundraising Growth
    - Help grow JSAW's donor audience through targeted marketing, compelling storytelling, and fundraising campaigns.
    - Develop and improve the donor journey, helping new supporters become engaged, recurring, and long-term donors.
    - Partner with Development to communicate JSAW's impact, promote giving opportunities, and support donor acquisition and retention.
4. Team Leadership & Reporting
    - Supervise Social Media/Content Producer and Retail Lead
    - Coordinate with program leaders, Operations, and Development to execute campaigns and events.
    - Provide a concise monthly report on audience growth, sales, program participation, fundraising marketing, and progress toward goals.

Qualifications

- 3+ years experience in marketing, sales, business development, or audience growth.
- Strong communication, organizational, analytical, and leadership skills.
- Able to translate strategy into measurable results and manage multiple priorities.
- Passion for action sports and alignment with JSAW's Christian mission and values.

Benefits

- Access to indoor skatepark, local ski resorts, and JSAW's wakeboat
- Paid holidays
- Paid time off
- Training and professional development