Performance Marketing Manager
at The American Alpine Club

Reports To: Chief Marketing Officer
Classification: Individual Contributor
Location: Golden, Colorado
FLSA Code: Non-Exempt

Salary Range: $55,000 - $60,000 DOE plus a generous benefits package

Performance Marketing Manager Job Summary
This position will manage all American Alpine Club (AAC) digital advertising implementation, measurement, and optimization efforts, driving the organization’s digital performance. Through this work, you will coordinate across the marketing department and broader organization to improve acquisition, retention, donations, and engagement while furthering the AAC’s mission and values with the climbing community.

As the Performance Marketing Manager, you will:

Functional Area/Responsibility
- Manage and grow digital advertising efforts (including social media, remarketing, display advertising, and SEM) to improve member acquisition, engagement, and retention
- Allocate and assess digital advertising budgets to improve key performance metrics
- Maintain and improve the organizational website(s) to optimize for conversion, acquisition, retention, benefits utilization, and content engagement
- Manage email marketing automation efforts, with a focus on member acquisition, retention, and life cycle
- Work with other marketing team members to develop and measure KPI’s for digital channels, including social, email, digital advertising, and website
- Partner with the rest of the marketing team to align digital advertising efforts with the content calendar
- Collaborate across a variety of departments and stakeholders to meet the performance marketing needs of the organization and our partners
- Maintain brand identity, consistency, and quality across all AAC channels.

You are a strong fit for this role if you:
- Believe in and espouse the AAC vision and mission
- Possess a passion for the climbing community and a desire to represent a diverse group of climbers
• Bring significant Google Marketing Platform and Facebook Ad Manager experience
• Working knowledge of HTML/CSS/Javascript
• Bring an analytical and strategic mindset
• Have excellent interpersonal and communication skills and work well on a team
• Can work effectively across departments and with a variety of stakeholders
• Are experienced and comfortable working within and meeting deadlines
• Are detail-oriented and willing to problem solve
• Have an excellent demeanor and ability to always represent the AAC in a professional manner

Benefits
The AAC currently offers a comprehensive benefits package including Club-paid medical, dental, vision, life, and A&D insurance and an HRA medical reimbursement plan, a wellness program, a matching 403(b) retirement plan, flexible schedule, pro deals, an AAC membership, generous paid time off, and maternity/paternity leave. Benefits are reviewed annually and change as needed. Team members are notified when they occur.

Reporting Relationship
The Performance Marketing Manager will report to the AAC Chief Marketing Officer, Shane Johnson.

How to Apply
All who love the AAC mission are encouraged to apply, including people of color and Black, Indigenous, transgender, and non-binary people.

Please email your resume and cover letter to hiring@americanalpineclub.org. Use “Performance Marketing Manager - [Your Last Name]” as the subject line – no phone calls please. Only potential interviewees will be contacted. Applications without cover letters will not be considered.

The AAC is an equal opportunity employer. Your gender, religion, sex life, skin color, first language, and size and ability of your body do not factor into employment decisions here. Neither do your friends in high places. If you love our mission and are good at what you do, come as you are.

About the AAC
The American Alpine Club is a 501(c)(3) charitable organization whose vision is a united community of competent climbers and healthy climbing landscapes. Together with our members, the AAC advocates for American climbers domestically and around the world; provides grants and volunteer opportunities to protect and conserve the places we climb; hosts local and national climbing festivals and events; publishes two of the world’s most sought-after climbing annuals, the American Alpine Journal and Accidents in North American Climbing; cares for the world’s leading climbing library
and country’s leading mountaineering museum; manages the Hueco Rock Ranch, New River Gorge Campground, Samuel F. Pryor Shawangunk Gateway Campground, and Grand Teton Climbers’ Ranch as part of a larger lodging network for climbers; and annually gives $100,000+ toward climbing, conservation, and research grants that fund adventurers who travel the world. Learn about additional programs and become a member at americanalpineclub.org.