

# TUGBOAT INSTITUTE

## Head of Content & Education

**Location:** Ketchum, Idaho | Full-time | Reports to: VP, Product Delivery

### About Tugboat Institute

Tugboat Institute supports and celebrates leaders of Evergreen® companies—private, purpose-driven businesses built for long-term success. Our growing membership of 300+ CEOs and Presidents connect through intimate events, virtual forums, and exclusive content to share insights and inspiration on business, family, and life. In addition to membership, we will be offering content, online courses, and new experiences to support an Evergreen company movement globally.

### Position Overview

We are seeking a senior executive to further develop and lead our strategy and execution on all aspects of Tugboat Institute's curated content and education programs. The role will involve significant interaction with our CEO members and their management teams as well as analysis and development of frameworks and new products.

This leader will curate and develop high quality, relevant content and content-related services for Tugboat Institute members that is both strategic and opportunistic in nature. They will better organize and make discoverable the rapidly increasing content library and facilitate better member-to-member wisdom sharing and support utilizing online tools. They will also create high value, profitable new education products and services.

### Key Deliverables

**Comprehensive Content Strategy** - Develop, secure buy-in for, and execute a refined, member-responsive, multi-channel content strategy (Tugboat Institute live events, Evergreen Journal Quarterly print magazine and digital Evergreen Journal+ subscription, virtual seminars/live events, and podcasts) that results in high member/subscriber satisfaction, continually anticipating audience needs based upon multiple inputs, and driving competitive differentiation.

**Executive Education Program Strategy & Execution** - Execute all existing Executive Education products maintaining high internal NPS targets. Create and execute a 5-year Executive Education roadmap for profitable, scalable new offerings, leveraging qualitative and quantitative analysis of our members and broader Evergreen community, and informed by competitive research.

**Speaker Sourcing & Workshop Design** - Develop and execute a proactive, cost-effective, and creative sourcing strategy to secure all major event speakers/workshop moderators 9-12 months in advance with minimal leadership support. Coach all speakers to deliver high-impact, on-brand presentations, ensuring a "concierge-level service" that results in high audience satisfaction. Design and implement all workshops, sessions, welcome activities, and dinner topics at our major gatherings.

**Content Library Improvement** - Implement strategies that improve the organization and discoverability of our rapidly increasing content library and facilitates seamless member-to-member wisdom sharing. Lead the co-collaboration effort to successfully publish at least two high-value, unique white papers that integrate cutting-edge research and demonstrate Tugboat Institute's external thought leadership

position. Develop self-directed and cohort-based online courses, and software tools/assessments in multiple languages to address global learning opportunities.

### **Qualifications**

This experienced, knowledgeable executive will have 10+ years' experience in management, strategy or family business consulting, family business operations, executive education, business research, and/or business media with a proven record of leadership and continuous improvement.

This person must possess impeccable attention to detail and a flawless responsiveness track record. Must thrive in our rapid-cycle-time environment, ensuring all deadlines and timeframes are consistently met or proactively and transparently re-negotiated.

### **Other Important Characteristics**

- Passionate about our Purpose
- Trustworthy, honest, hardworking, and authentic
- Strong interpersonal skills with the ability to comfortably engage with CEOs and key executives.
- Effective, concise communication skills, including verbal, business writing, and visual presentation of data and information.
- Understands and can independently analyze and model financial and business information at an executive level to justify and optimize all content and educational product investments.
- Expresses good business judgment, is an avid reader of business and leadership books and magazines, and naturally curious about how businesses work and succeed
- Self-aware, grounded confidence and desire to learn new things and grow
- While detailed oriented and focused on anticipating problems/issues, also willing to try experiments and new ideas to improve our offerings

To apply, please email your cover letter and resume to [careers@tugboatinstitute.com](mailto:careers@tugboatinstitute.com)