

TUGBOAT INSTITUTE

Growth Marketing Manager

About Tugboat Institute®

The purpose of Tugboat Institute® is to reintroduce the vital importance of humans coming together to create and grow enduring, private businesses that make a dent in the universe—what we call Evergreen® companies. We view their CEOs and presidents as some of the most important, yet underappreciated and under-supported, leaders and companies today.

Our vision is two-fold. First, that Evergreen companies will go from being underappreciated to being broadly celebrated for what they are—attractive employers, partners, suppliers, customers, and community members that can be counted on to be steady and reliable for the long term. They are well-run, share in their success, and are not for sale. Second, that Tugboat Institute will be the unrivaled resource for Evergreen CEOs and their businesses, providing a values-aligned support network and curated, invaluable content—along with additional services that evolve and grow alongside our members and the broader Evergreen community.

Since its inception in 2013, Tugboat Institute has gathered CEO and president members twice per year to share inspiration, support, ideas, and best practices on work, family, and life in a safe and trusted environment. In addition to these in-person events, members connect throughout the year via online seminars and regional forums. They also have access to a content library that includes video, audio, white papers, surveys, and other resources.

Role Summary

Tugboat Institute is seeking a Growth Marketing Manager to join our Sun Valley, Idaho office. Reporting to the VP, Marketing, this role is central to executing digital-first marketing initiatives that reflect our brand, engage members, and expand awareness of the Evergreen movement. The ideal candidate will bring creativity, digital expertise, and operational excellence to ensure communications and programs consistently deliver meaningful impact.

Key Responsibilities

- Partner with the VP, Marketing to understand goals, audiences, and priorities; contribute thoughtful, data-informed ideas to strengthen programs and products
- Monitor and analyze digital marketing performance across channels; provide insights and recommendations to optimize engagement and outcomes
- Design and execute email, social media, and website updates with accuracy, timeliness, and creativity
- Support planning and communication for major Tugboat Institute events (Summit, Gathering of Teams, Exemplar Visits), including promotional campaigns, event materials, and follow-up engagement

- Assist with recognition programs (Certified Evergreen®, Best Evergreen Companies®, Evergreen Company of the Year®) and university outreach
- Develop compelling stories and marketing assets that highlight members, programs, and the Evergreen movement, and contribute to storytelling efforts across channels

Qualifications

- Bachelor's degree in Marketing, Communications, Business, Journalism, or a related field (preferred)
- 2–5 years of professional marketing experience, with proven success in digital marketing and campaign execution
- Proficiency with marketing and business tools, including Mailchimp, WordPress, Canva, Google Analytics, Excel, PowerPoint, and CRM systems; adept at managing social media platforms
- Strong skills in digital analytics, able to track results, interpret insights, and make data-driven recommendations
- Design capabilities (e.g., Canva or equivalent) to create campaigns that follow brand standards
- Ability to translate data and research findings into thoughtful recommendations and continuously improve marketing initiatives
- Strong writing, editing, and communication skills, able to produce clear, engaging, brand-aligned communications
- Highly organized, detail-oriented, and comfortable in a deadline-driven environment
- Collaborative team player who is proactive, adaptable, curious, and eager to learn

Other Important Characteristics

- Trustworthy, honest, hardworking, and authentic
- Collaborative work style with strong interpersonal skills
- Naturally curious, with a desire to learn about a range of business and leadership topics
- Committed to active learning and continuous improvement

To apply, please email your cover letter and resume to careers@tugboatinstitute.com