



Content Specialist

Location: Ketchum, Idaho | Full-time | Reports to: VP, Content & Education

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 connects 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 highly organized, detail-driven professional to join our team and play an essential role in the execution of Tugboat Institute's content strategy. This role works closely with the VP, Content & Education and touches nearly every content program we run.

This person will be the operational backbone of the Content & Education team. They will own the accuracy of the systems our content runs on, ensure our weekly content reaches members flawlessly and on schedule, and keep the team's communication and coordination running smoothly. The ideal person will find the Purpose of Tugboat Institute to be naturally aligned with their personal interests and purpose, and will be energized by the opportunity to improve how a small, ambitious team works.

Key Deliverables

Data Integrity & Systems Management - Maintain accurate and up-to-date information across our customer relationship management and content management systems (Zoho, Airtable, Google Docs, and the website), ensuring reliable information for content management and reporting and preventing errors anywhere in the content pipeline.

Content Pipeline Reporting & Dashboards - Build and maintain accurate, up-to-date dashboards tracking content across all stages of the content pipeline, giving the Content & Education team and leadership a single, trusted view of what is in progress, what is at risk, and what is shipping.

Content Publishing & Distribution - Post and distribute our weekly content across multiple channels (WordPress, Mailchimp, and others) flawlessly and on schedule, maximizing member reach and engagement with Tugboat Institute content.

Audio & Video Production - Complete basic editing and production tasks to produce audio and video content for distribution.

Website Content Maintenance - Maintain the content portions of our website on a weekly basis, and as changes and updates are needed, ensuring that everything our members see is current, accurate, and well presented.

Communication & Coordination Support - Support the Content & Education team across all communications related to Tugboat Institute content, including scheduling check-ins, speaker and contributor briefings, and event correspondence. Schedule, prepare for, and attend team meetings, capturing detailed notes, key takeaways, and clearly owned action items — and driving those items to completion.

Event & Program Support - Support activities through the lead-up, execution, and follow-up of Tugboat Institute events, contributing to the overall success of each event and to a positive member, speaker, and partner experience.

Qualifications

This person will have a bachelor's degree and a minimum of five years of professional work experience, with a demonstrated track record of strong organizational skills, high data accuracy, and strong research and analytical capability. They will be skilled and experienced in Microsoft Office (Outlook, Excel, Word, PowerPoint), a CRM (preferably Zoho), email software (Mailchimp), other web-based tools (Airtable, Rev, Vimeo, WordPress), and audio and video editing software, and will pick up new systems quickly and independently.

This person must possess impeccable attention to detail and an unwavering commitment to quality and accuracy, as the systems and content they own are relied upon by the entire team. They must be a concise, effective communicator in both writing and conversation. Above all, they must thrive in our fast-paced, start-up environment: a self-motivated learner who assumes responsibility for improving our processes, stays flexible as the work evolves, welcomes feedback on how to improve and excel, and chips in wherever needed — including on ad-hoc projects, which are a constant here and must be completed with the same quality and accuracy as everything else.

Other Important Characteristics

- Passionate about our Purpose
- Trustworthy, honest, hardworking, and authentic
- Warm presence in verbal communication with executives, including CEOs, their executive teams, and high-profile thought leaders
- Collaborative work style, with strong interpersonal skills
- Active listener and detailed note taker
- Team player with a service orientation, internally and externally
- 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