

Gay Naturists International

Job Description

Director of Marketing

Overview

Gay Naturists International (GNI) began in 1981 as a gay “Special Interest Group” (SIG) of The Nativist Society (TNS), an organization that promotes body acceptance and nude recreation through education and community outreach. In the early 1980s, TNS began organizing regional “gatherings” of nudist leaders and TNS members. In 1985, the gay SIG held its first gathering as an independent organization, known as GNI ultimately becoming known as GNI’s signature event as “The GNI Gathering.”

GNI’s mission is “to serve as a resource to male naturists by hosting and sponsoring men’s naturist events and providing information and resources to individuals and local clubs. In addition, GNI is a voice for gay naturists in wider naturist efforts to educate society about naturism and to advance the interests of naturists worldwide.” Since its founding, GNI has held a Gathering every year, along with various other nude excursions, cruises, vacations and activities. GNI also provides some support to affiliated clubs in the form of promotional support and web services. GNI also helps the Nativist Action Committee (NAC) promote social nudism and maintain and expand clothing-optional recreation zones. GNI is open to all gay, bisexual, and gay-friendly men who are at least 21 years old.

Situation Analysis

As outlined above, “The Gathering” is GNI’s annual signature event. For the past 15 years, it has been held at a beautiful campground and resort in the Pocono Mountains of Pennsylvania. The Gathering is a 10-day, all-nude, all-inclusive event that could be compared to an all-nude, all-male “Burning Man Festival.” Once you arrive, all lodging, meals, recreation, beverages and some alcohol is included (we do not sell alcohol, but attendees are welcome to bring their own).

While The Gathering is a structured event, it provides the opportunity for each attendee to make the experience unique to their individual tastes and interests. For some, simply being naked all the time in a great environment with friends is what they come for. Others may wish to explore fantasies or fetishes; a well-known leather and fetish shop utilizes one of the cabins to operate a full-fledged leather store, selling items from boots and harnesses to lube and erotic toys. Still others explore their feminine side at sponsored and impromptu drag shows, contests and events (though the general rule is that any costumes must keep with a nudist philosophy and not cover everything).

And while GNI does provide some alcohol and various groups and cabins at The Gathering host regular cocktail parties, we also have a daily “Friends of Bill W” group that provides support and respect for attendees not inclined to imbibe. Similarly, while some attendees are interested simply in platonic fraternity and fellowship, others may look for more physical interaction. The event is organized and laid out in such a way that attendees can experience what they like and avoid what doesn’t interest them, all in a manner that is supportive and respectful of everyone.

A more complete description of the activities and events held at The Gathering can be found on our website at www.gaynaturists.org.

As recently as the early 2000s, The Gathering attracted as many as 900+ attendees. In recent years, however, they now average around 500 men. In addition, since the early 2000s, the median age of our active membership has risen from the early-40s to the late-40s. We believe a number of factors have contributed to this:

- The financial crisis around 2008; people lost jobs or had reductions in income, which we believe altered spending habits and recreational choices;
- An apparent shyness or timidity of Gen-X'ers with regards to nudity that is not as pronounced in Baby Boomers. We believe this is due, in part, to the fear and caution instilled in this generation by Safe Sex/anti-AIDS campaigns (which we support), though we also believe this trend to be reversing somewhat among Millennials. We also believe that Gen-X'ers may be more influenced by the perfect bodies seen in advertising and pornography and so feel that they may not measure up;
- The rise of social media, such as NewDudeNudes, DudesNude, truenudists, Grindr, Adam4Adam, Scruff, Growlr, Recon, and other gay-oriented interaction sites. Gay men no longer need to congregate in order to make friends and meet like-minded individuals;
- Mistaken notions that "naturism" and "nudism" are outdated concepts belonging to the last century and that therefore only older people are interested in them;
- Since the inception of GNI, there have been a number of other groups that have organized similar nudist events offering lower cost rates for their gatherings and a number of gay-oriented businesses have organized non-naturist travel adventures such as RSVP and Atlantis cruises, Source Events, etc. that competes for limited recreational spending opportunities for the majority of men.

GNI is currently a membership organization, with over 4,300 active contacts in our database. We have a total of approximately 3,000 email contacts (though many have been inactive for some time), over 7,000 "fans" on GNI's Facebook Fan Page, over 500 members of GNI's Interactive Facebook group, and over 1,000 followers of GNI's Twitter account. We do attract younger new members, however, not on the scale needed to perpetuate and grow the organization. Also, we do recognize that our marketing efforts in the past have been, to be kind, dismal. For these reasons, GNI is looking to appoint a Marketing Director to coordinate and initiate strategic marketing activities with the objective of reversing these trends.

The Organization

With the exception of our paid Executive Director (ED), GNI is run year-round by an elected, all-volunteer Board of Directors. At The Gathering and other events, a large group of volunteers participate and contribute to produce the event. While organized as a corporation, GNI acts as a non-profit and, other than the ED no one in the organization benefits monetarily. All monies received are used to pay for the event facilities and activities. (The Board and certain volunteers are compensated through a limited number of "comp" vouchers at The Gathering that are provided either by the campground or by GNI.)

The Position

The GNI Director of Marketing position will be our second paid employee. While it is not a full-time position (i.e., 40 hours/week), the candidate is expected to be working for GNI as a 1099 independent contractor as needed or appropriate on a year-round basis. GNI is a global yet US centric organization but without its own office premises. Therefore, this position would suit a marketing professional who prefers to work from home. However, the successful candidate must be willing to travel to Board Meetings (currently 2 physical meetings/year) and to occasional other meetings and events. Additionally, there are monthly Board conference calls that last approximately one hour.

The successful candidate will:

- Have a proven track record of successfully marketing alternative lifestyle membership organizations;
- Have a demonstrated ability to conduct reliable stakeholder research so that marketing efforts are driven by proven need/receptivity;
- Be able to show specific improvement in membership growth, membership participation and membership engagement as a direct consequence of marketing activity;
- Be able to prove experience of managing a multi-faceted strategic marketing plan, targeting limited resources into the most effective marketing communications channels.

GNI believes that social media will increasingly be its primary communications channel given the propensity of under 40s men to reject traditional news and media channels in favor of one which is more “theirs.” Therefore, track record in social media will be particularly important.

The above notwithstanding, the successful applicant will also need experience and a track record in the full range of marketing channels, including web sites, media relations, video and advertising.

Strong written and speaking skills are required.

The successful candidate must also have an ability to marshal facts and construct compelling arguments which demonstrate to the GNI Board the likely positive return on investment of various marketing programs and initiatives. At present, there is no pre-set marketing budget, but the Board is willing to commit resources to campaigns with a high likelihood of success. Obviously, not every initiative will be a resounding success, but it is expected that the majority of activities will result in a positive return on investment (ROI). That ROI will be measured, in part, in terms of:

- Increased paid memberships;
- Increased attendance at The Gathering;
- Successful initiation, marketing and selling of new events (see below);
- Keeping costs within agreed-upon budgets.

In the past, GNI has partnered with other organization to produce nude cruises and nude vacations at other tropical resorts. GNI is currently exploring an Australian winter event, though no firm date has been established. One of the first major projects for the successful candidate will be the marketing and promotion of this event.

It is not a precondition that candidates are gay or that they are naturists. However, the successful candidate should have sympathy with the aims and objectives of GNI. Additionally, while GNI membership is restricted to men, applications are welcome from all genders.

The successful candidate will be expected to attend at least part of The Gathering and other GNI-produced events. If the candidate is not a naturist, shorts or swimwear will be permitted.

[For informational purposes, only. We are not recruiting for a Marketing Director.]