



Job Description: Marketing & Events Coordinator

Basic Job Responsibilities

This position supports Maine Sport Outfitters' strategic initiatives through the management of all store promotional and special event activities. Marketing responsibilities include but are not limited to, updating the store website, creating content for social channels, managing email communications, overseeing public/media relations, designing print and web ads, creating store signage and banners, and assisting with in-store displays. In addition, this person is responsible for the development and execution of in-store special events and activities.

Essential Functions

- Manage day-to-day marketing and special event activities including the planning and implementation of a comprehensive yearly marketing/event calendar for Maine Sport;
- Implement strategies that will strengthen the Maine Sport brand, support customer retention and increase overall traffic at Maine Sport stores;
- Generate, edit, publish and share engaging content daily (ie. original text, photos, videos and news) to Facebook, Instagram, Twitter, Google Business, YouTube, TripAdvisor, etc;
- Create and monitor email marketing campaigns that support and promote various sales, promotions/discounts, programs/workshops and special events;
- Manage updates and future developments of store website and SEO;
- Develop and distribute appropriate signage and advertisements that strengthen the Maine Sport brand and promote a positive customer experience, follow vendor policies/guidelines;
- Plan and execute a regular schedule of store activities that encourage visitation to our locations and strengthens our relationship with local businesses and non-profit organizations (ie. promotions, sales, presentations, classes, special events, fundraisers and family activities.)

Other duties

- Work collaboratively with buyers, managers and sales associates;
- Network with local businesses and non-profits that align with Maine Sport's mission.

Qualifications, Skills and Requirements

- Strong analytical skills and data-driven thinking;
- Strong graphic design skills, proficient with Adobe Creative Suite;
- Have a strong interest in photography/video production with a creative eye, and must be comfortable on camera, shooting and posting live videos, stories and tutorials;

- Up to date with the latest trends and best practices in online marketing and measurement;
- Experience managing Facebook, Twitter, Instagram and other social media platforms;
- Knowledge and prior experience of Web Content Management Systems and Email Marketing Software (Wordpress & Constant Contact);
- Excellent communication skills, including the ability to carefully edit and monitor text for correct grammar and punctuation;
- Ability to work in a fast-paced environment and learn quickly;
- Strong time management skills required and the ability to meet deadlines.

Benefits

- Competitive salary, paid time off and unique company perks