



JOB TITLE Marketing Coordinator
DURATION Full Time

OVERVIEW

Collaborate with the Easton Cycling Marketing and Sales Managers to coordinate and execute on athlete sponsorship, tradeshow/event planning/execution, digital engagement and social media brand deliverables (i.e. posting relevant info and managing contests). Stay current with endemic and non-endemic media and organizations seeking opportunities to promote the brand and product lines; ensuring the brand stays relevant in the eyes of the media and consumers. Listen to the social media market to understand the outside perception of the brand in the market and identify key opportunities for growth.

Sponsorship:

- Support the negotiation of rider, team, and organization sponsorships.
- Adhere to the sponsorship budget by entering actual spends monthly to monitor.
- Manage the rider database (current contact info, sizing, etc).
- Enter booking orders and ultimately setup individual athletes, teams and organizations with all product and marketing materials needed for the season.
- Field all Grassroots product request and monitor the success of the program.
- Liase with the sponsored athletes throughout the season to be sure their needs are being met.
- Work with sponsored athletes/teams in increase their media and social media reach.

Tradeshow / Events:

- Coordinate the execution of larger shows (i.e. understand the needs of the sales team at the event and coordinate the product to be shown, setups required. Book booth space, flights, accommodations, etc)
- Plan for and attend smaller shows/events.
- Manage Tradeshow assets (i.e. create a sign-out and return program to be sure assets are tracked, kept in good condition and stored properly for future use).
- Develop and manage the tradeshow budget to ensure we stay on track.

ADS (online, print, video):

- Attend Ad focus group for initial concepting – every 4 weeks, sometimes after hours.
- Attend shoot, on occasion, if photog assistant is needed to hold scrims, move equipment, etc.
- Offer copy suggestions and feedback on ad layout.
- Execute on the existing system to monitor the success monthly of our current ad buys to help ensure the best buy decisions are made for the following season.

Product Reviews:

- Send Easton Cycling product to media to be reviewed
- follow up with reviewers, monitor and track the review to measure the exposure for the year

Social Media:

- Cultivate relevant and engaging social media content for facebook, twitter, youtube and others.
- Design, run and evaluate contests to engage online community, follow up with and send out product to winners.
- Monitor social media efforts of competitors and non-endemic action sports companies to make recommendations that will build our fan base.

GENERAL

- Web Site: Peruse eastoncycling.com regularly to ensure information is current.
- Newsletter & email marketing: Generate content for regular newsletters/emails/flyers out to dealers/distributors/fanclub (work with graphics department on this).
- Distributors/Dealers: Liase with distributors to ensure their ad-buy needs are fulfilled and they are being updated regularly of new assets that exist for their marketing needs (i.e. new videos, banners, POS, merch programs).

REQUIREMENTS

- 5+ years Marketing Experience: Tradeshow display development, photo shoot coordination, catalog creation, online marketing and social media management, foresight to marry dynamic and static marketing tools (i.e. adding QR codes to printed hangtags).
- Understanding of cycling industry and sport or action sport specific marketing experience.
- Communication Skills: Excellent verbal, written and presentation skills. Ability to create technical product copy for web and print, press releases, design briefs, ad copy.
- Ability to work well individually and in a collaborative team environment.
- Highly organized, creative and able to juggle many projects simultaneously.
- Some expertise in Commercial Design Software is also an asset: Adobe Creative Suite. Video editing software, basic HTML, PHP coding and photography.
- Strong knowledge of the cycling industry or professional racing experience is an asset.

Please send resume and cover letter to job134@raceface.com with *Marketing Coordinator* in the subject line.

EASTON CYCLING 3145 Thunderbird Crescent, Burnaby, BC V5A 3G1 | eastoncycling.com