

Marketing Associate — Job Description

The Marketing Associate position will work closely with the Sales and Marketing Assistant, Graphic Designer, the Recreational Sales and Marketing Manager and the Sales team. This role will require a candidate with strong writing and organizational skills, and it requires a lot of attention to detail. This position will include these responsibilities:

CRM Management and Marketing Initiatives

- Take ownership of and manage the CRM, keep it clean
- Digital marketing – write targeted e-blasts and execution using CRM contacts
- Categorize all builder leads, and contacts, drop into CRM
- Send e-blasts to target groups within CRM (Distributors, Dealers, Rec Builders, Pro builders, Press, Pro-staff)

Content / Copywriting

- Press Releases, website, catalogs & brochure copy, advertising copy, social media copy, write audience specific presentations, write content for e-mail blasts
- Create appropriate targeted materials for website (video and written content)

Social Media

- Monitor and respond to general inquiries coming in thru social media platforms, and/or pass on to sales to respond
- Develop a pro-active social media Strategy
- Work with and support graphic designer, on Social media initiatives
- Work with graphic designer to develop copy and collect images for Social media posts

Advertising & Digital Marketing

- Advertising Planning & Execution – develop budget and plan where and how to promote our product on-line and off-line
- Gradually take over digital marketing from MMS, once up to speed on our market, and the specifics of how to best reach our target audiences online
- Work with graphic designer on online/digital ads, and write Ad copy for publications

Website

- Content management and copy writing
- Work closely with graphic designer to keep website copy up to date -- pro-actively
- Work with pro staff to get video and photos for website
- Work internally with sales and graphic designer to create “how to” video content for website

Media relations

- Planning and execution of MR/PR strategy
- Plan press releases for both Professional and Recreational markets (new customers, big deals, new products, new initiatives)
- Pro-active outreach to editor's to gain independent editorial coverage

- Press list upkeep and management in CRM
- Create e-blasts targeted at Press with news releases

Tradeshows

- Plan, Manage, and Execute tradeshows (with support from Sales team)
- Plan the booth, decide on what seats will be displayed (with sales), work with graphic designer on booth graphics, back drop, color, images
- Create the show summary – with sales assistant, ensure everything that needs to go to the show is shipped
- Responsible for backdrop displays, check they are in good shape, and useable, if broken parts get them replaced or order new
- Plan marketing support for tradeshows – e-Blasts prior to show, Digital advertising, Ad in key publications at show, show giveaways, consider on site promotion opps
- Marketing budget – review Accounting GL coding for all marketing expenses
- Track budget for each show
- Write press release for show if applicable.
- Review, plan and create/modify collateral (if necessary) for each show

Merch

- Marketing to handle giveaway items for tradeshows and pro-staff
- Sales Assistant to handle clothing merch ordering and quotes, and finding items, with assistance from Marketing Associate

Pro-Staff Marketing Support

- Create Pro staff kits for pro-staff team, decide on what goes in the kit, order items, work with designer to get pro staff special request items.
- Work with pro-staff team to get them what they need for the dock, and their boats at fishing Tournaments.
- Manage, update pro-staff and ambassadors information in CRM
- Send e-blast to Pro Staff team as needed, to disseminate information to team
- Help sales manage pro staff team to ensure we get value from each of them

