

Senior Marketing Specialist — Job Description

The Senior Marketing Specialist will work closely with the Sales and Marketing Assistant, Graphic Designer, and the Sales team. This role will require a candidate with strong writing skills, verbal communications and organizational skills, and it requires a lot of attention to detail. This job spans all aspects of marketing communications at Shockwave, including copy writing and website, tradeshow management, campaigns, CRM communications, pro-staff team, and other responsibilities as listed below.

Content & Copywriting

- Website, catalogs & brochure copy, advertising copy, social media copy, write audience specific presentations, press releases/announcements, target audience persona, content for e-mail blasts.
- Create appropriate targeted content materials for website

Website

- Make continuous improvements to the web shop on website to make sure it is optimized for online sales, and all landing pages drive traffic to shop.
- Check daily to make sure website is functioning properly, use SW tool.
- Work with web designer on SEO to keep our website ranking well organically
- All Content management and copy writing for web – including landing pages for digital ads
- 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

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

CRM Management and Marketing Initiatives

- Take ownership of and manage the CRM, keep it clean and organized
- Digital marketing – write targeted e-blasts and execution using CRM contacts
- Create and Communicate to prospects and customers and dealers using a newsletter

- 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)

Advertising & Digital Marketing

- Develop an integrated digital and print ad plan to launch new products, and launch Shockwave in Northeast US region.
- Plan digital advertising campaign support and increase both online sales and drive up dealer sales, and create landing pages for ads.
- Work with graphic designer on online/digital ads, and write Ad copy for publications
- Work with external partner to write, schedule, place and report on digital ads

Social Media

- Monitor regularly and respond to general inquiries coming in thru social media platforms, or ask sales how to respond
- Develop a pro-active social media strategy to increase social interactions with boat owners, and help boost online sales
- Work with and support graphic designer, on Social media plan
- Work with graphic designer to develop copy and collect images (from our builders and pro staff) for social media posts

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

Media relations

- Planning and execution of MR/PR strategy
- Plan news announcements for both Professional and Recreational markets
- Press list upkeep and management in CRM
- Create e-blasts targeted at Press with news releases

Merch

- Marketing to handle giveaway items for tradeshow and pro-staff.
- Find and order SW clothing, get quotes, source new gear, and manage production of clothing.