

Fleet Feet Marketing Coordinator

Working in close collaboration with the Operations Manager, General Manager and Business Owners, the Marketing Coordinator helps to conceive, develop, execute and manage marketing promotions and communications materials for Fleet Feet, YellowJacket Racing and related Brands. The Marketing Coordinator ensures that all content is delivered on time, within guidelines and plan, adheres to the highest possible standards, and meets all expectations while conveying a consistent strong brand message for Fleet Feet and YellowJacket Racing.

The Marketing Coordinator works in a fast-paced, collaborative team environment with business leaders, graphic designers, content experts, and third-party vendors. Goals are to conceive and execute content and events that include, but are not limited to social media, online marketing, direct mail, brochures, newsletters, video, campaign communications, on and off-site events and activations, advertisements, websites, point of purchase displays, press releases and other communication vehicles.

Multi-tasking and organizational skills are critical, as is the ability to develop campaigns, schedules, estimates, resource plans, status reports and track key project milestones and adjust project plans and/or resources to meet the needs of the business. The Marketing Coordinator performs these duties in a professional and positive manner, and demonstrates integrity, good judgment, and the ability to work well with a variety of people and styles.

Content Creation

- Creates compelling information, events, stories and content for all internal and external channels. Identifies narratives that feature Fleet Feet initiatives and major event priorities, YellowJacket Racing activities and events, retail store initiatives, and promote the work that advances the overall business reputation as a leader of knowledge and energy to provide unparalleled, unique experiences to impact and shape healthier communities.
- Produces content for Fleet Feet print and digital channels, for Rochester and Buffalo locations, YellowJacket Racing, including email, websites, and all social media channels.
- Understands all audience segments, channels, and cultures, and develops content appropriate for each.
- Produces multimedia content and collaborates with graphic designers, business leaders, retail staff, video producers and photographers. Understands basic best practices of photography, videography, and visual storytelling.
- Compiles detailed, third party, vendor product information into written and digital concepts to share with a broad, non-specialist customer audience.
- Working with all staff and stakeholders, writes copy for social media posts, and helps to share content through all brand channels and pages.
- Maintains and builds all brand and graphic identity standards; supports and maintains standard operating procedures.
- Supports effective response strategies, often in fast-time situations requiring attention and media/public scrutiny and articulates Fleet Feet position via interviews or written responses.

Strategy

- Creates mutually-respectful working relationships with all internal staff and external parties by providing consistently sound content and results and delivering on agreed-upon outcomes.
- Develop, manage, and implement an annual marketing calendar that supports store goals regarding sales, customer engagement, new customer acquisition, customer retention, and brand awareness.
- Communicate all marketing efforts and initiatives with all store departments to ensure awareness and enrollment by all staff.
- Spearhead all outbound store communication to customers including store newsletters and social media. Measure and drive high open rates, click-thru rates, and engagement on social media.
- Create new localized content and communication methods that achieve departmental goals or campaign objectives.
- Utilizing existing programs like Workplace Fit and medical outreach tools to develop new relationships with community partners that create sales and drive brand awareness.
- Localize and implement national brand initiatives that drive success at the local level.
- In coordination with the training program director, create marketing outreach materials and plan to drive training program participation across all programs.

- In coordination with Store Managers, create materials and plan to drive sales across all stores.
- In coordination with YellowJacket Racing, create marketing materials and plan to drive event registrations and event awareness
- Working closely with the Management team, develops and executes communication plans for by understanding the significance and scope of all brands and events. Creates strategic presentations for programs.
- Analyzes all communications channels and audiences, including websites, social media, and print pieces, and makes recommendations for how to coordinate content across channels and implement a consistent messaging framework.
- Coordinates with staff members to develop digital strategies for key communications and programs.
- Leads the communications process within developed standards and protocols.

Media Relations

- Pursues media coverage creatively and determinedly. Contacts local, regional and national editors and reporters to interest them in pertinent and timely stories and content.
- Responds to inquiries from local, regional and national news media, community organizations, and the general health minded community.
- Using journalistic judgment and writing skills, creates story pitches and other press materials as needed for external release or community outreach, including images, graphics and video clips.
- Enhances the overall quality of media relations for key stakeholders thru preparation for media interviews.
- Reads a variety of publications and follows thought leaders and news trends.

Qualifications:

Bachelor's degree and 1 - 3 years relevant experience in marketing communications, public relations or advertising; or an equivalent combination of education and experience.

Skills and Abilities:

- Proficiency and high degree of technical skill with a variety of software programs including Microsoft Office, Adobe Creative Suite, database experience, photography and video knowledge a plus.
- Proficient in Facebook, Twitter, Instagram, Hootsuite and Constant Contact (email marketing tool)
- Demonstrated experience in developing communications for a range of media and working with creative professionals.
- Excellent writing skills for print and online media; knowledge of AP and/or Chicago style.
- Demonstrated excellence in news judgment and ability to work under pressure. Ability to navigate the working environment and the needs of the stakeholders.
- Excellent verbal and interpersonal skills; ability to provide leadership and counsel.
- Awareness of current topical events and trends affecting consumer opinion.
- Proven ability to evaluate and solve communications needs quickly. Ability to manage multiple projects to deadline amidst competing priorities. High level of strategic thinking, personal initiative and innovation.
- Ability to work independently and collaboratively in a fast-paced, team-oriented environment.
- An intellectual curiosity and interest in health and fitness related disciplines, and an ability to translate complex ideas into easily understandable copy for a non-specialist audience
- Ability to work a flexible schedule which could include weekends and evenings

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to perform sedentary work, which includes sitting for long periods of time and occasionally required to lift 25lbs. Further guidance on physical activities, requirements, visual acuity, and working conditions is available in HR.

*This job description is not an employment agreement or contract.
Management has the exclusive right to alter this job description at any time without notice*

Version 8/2018