

Marketing Coordinator

RUN DOWN:

This position will focus on reaching the Richmond community and surrounding fitness communities in various ways while driving customers into the store to reach sales goals. This position will be measured on sales growth, customer count and tickets, your ability to connect to the community, and keeping the Fleet Feet sports brand relevant in the market. Within the scope of this position, contribute to the company's overall position as the leader in franchising locally owned and operated running stores that build thriving running communities.

KEY ESSENTIALS:

- Work to develop, maintain and implement marketing and outreach strategies to drive and meet store sales goals.
- Manage all aspects of marketing and outreach: Digital, Medical, Corporate, Community Relations, Races/Events, In-Store Marketing Support and Training Programs.
- Provide monthly or weekly marketing calendars to floor staff to ensure all events are forecasted and staffed.
- Work in conjunction with other key staff to guarantee marketing materials are relevant, especially for Digital Marketing.
- Establish and build strong rapport with industry staff, schedule check-ins and be of service to community leaders.
- Other duties as required and directed by Fleet Feet Richmond to ensure the continued success of the Fleet Feet brand. These may, on occasion, be unrelated to the position described here.

SUPERVISORY RESPONSIBILITIES:

All Marketing Coordinators: Events/Programs, Medical Outreach, Corporate Outreach, Training Programs and Public Relations

QUALIFIERS:

This person should be organized, creative, outgoing and self-motivated. Must be able to work directly with managers and sales team to drive growth and community involvement. Must be comfortable speaking in front of groups of all sizes. Ideal candidate is competent with digital marketing and various social media platforms. Must be able to work flexible hours which will include weekends and evenings, as well as administrative and outreach during the day. Must be passionate about Fleet Feet Sports and living a healthy and active lifestyle.

WANT TO JOIN OUR FLEET?

Are you looking to turn your passion into your career, work with like-minded people in a fast-paced, fun and customer centric working environment? Email your Resume to jason@fleetfeetrichmond.com. Be sure to reference this job and tell us why you'd be a great fit with our team.

***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.*