

## **Marketing Manager**

*A contracted or full-time opportunity with Epic Rides*

### **Marketing Manager Overview:**

Are you ready to apply skills learned from a managing or coordinating role to a team of people that are passionate about the mountain biking community? Are you highly organized, have attention to detail, possess initiative and enjoy the challenge of balancing creativity, communication and deadlines across multiple projects? Are you self-driven, ambitious and skilled in written & verbal communication?

### **Marketing Manager Responsibilities:**

- Facilitate the strategy and coordination of a remote team of Local Marketing Managers in each host community
- Drive registration demand by developing content for social media, eNewsletters & press releases (and other trending media platforms)
- Adapt, and/or guide adaptation of, each marketing campaign to various event collateral (website, schedule, maps, soft goods, online environments, etc.)
- Support sponsor-related activations, promotions and deliverables
- Schedule and deploy artwork distribution across multiple media environments
- Identify, cultivate and facilitate media & influencer relations
- Maintain and update the company website
- Track promotional performance and prepare special reports on marketing performance

### **Marketing Manager Specified Tasks (include, but not limited to the following):**

- Develop and distribute press releases and media kits
- Facilitate press & influencer relations for each event
- Generate content & publish
  - e-newsletters every other Thursday
  - First & final e-mail to participants for each event
  - Post-Event e-mail for each event
  - Special announcements for sponsors
  - Manage multiple Social Media feeds weekly for sponsorship activations
- Facilitate website edits & updates
- Help monitor Social Media pages, and engage with audience daily
- Track results of promotions for sponsors and host communities
- On-site activations & marketing support
- Drive the creative planning process to develop strategic marketing campaigns

### **Skills and Qualifications:**

- Bachelor's degree (minimum) in business, marketing, communications or a related field required
- 3+ years of program management experience
- 3+ years of experience in developing and implementing event-related marketing and promotional programs
- Excellent organizational, multitasking and communication skills (written and oral)

- Ability to work collaboratively with others and develop consensus within diverse groups and with people at all levels within the organization
- Goal-oriented, confident, and resilient
- Working knowledge and experience in Adobe Design software or equivalent
- Familiarity with WordPress or equivalent website building platform

**Compensation, Benefits & Time Commitment:**

- Salary + annual bonus opportunity (performance-based)
- Event participation reimbursement, bike to work incentives, casual work environment
- Travel and occasional weekend work required (six+ weekends per year)

Interested yet? Good, us too. Please submit a **cover letter** and **resume** to [tsadow@epicrides.com](mailto:tsadow@epicrides.com). In the subject line include "Epic Rides Marketing Manager Opportunity".