



Position: Part-Time Marketing Coordinator (Possibly Full-Time for the right candidate)

Available: Immediately

Location: Columbia, MO

Ultramax Sports has evolved into an all-inclusive active lifestyle company. The company is very diversified and now reaches into virtually all corners of the active lifestyle market. Ultramax Sports offers event production, management, apparel, marketing, chip timing services and equipment rentals to more than 150 active lifestyle events each year. The company specializes in event production, chip timing services and apparel management.

Position Overview:

Ultramax Sports is looking for a talented, outgoing, reliable and organized Event Marketing Coordinator. Hours can be flexible and will range from 10-20+ hours/week. During the race season (generally March-November), positions may be open to work on event weekends if interested. Standard event pay will apply to any Ultramax owned and contracted events.

This position will focus on developing & managing grass-roots, digital, social media and paid advertising marketing campaigns to promote various Ultramax active lifestyle event properties. The perfect candidate will create targeted email marketing newsletters, develop & manage social media ads, attend event expos, implement grass-roots advertising campaigns, track marketing ROI efforts, and manage marketing event budget(s).

Responsibilities include but not limited to:

- Brainstorm, develop, execute, and measure digital campaigns that drive awareness, new athlete acquisition, engagement and revenue across various channels
- Develop and implement strategic plans to grow Social Media accounts
- Develop and create email and landing page test strategies to optimize campaign performance, including content, messaging, segmentation, images, subject lines, etc.
- Develop and execute affiliate & influencer advertising campaigns through various social channels
- Create targeted and effective content that resonates with the active lifestyle customer
- Explore new opportunities to market & promote events
- Attend strategic expos to promote events

Minimum Qualifications

- 1-3+ years of related marketing experience
- Experience with Facebook Advertising, SEO Optimization, Email Marketing, A/B Testing, Google Analytics
- Basic understanding of HTML, CSS, and Wordpress
- Basic understanding of Branding, Concept Development, Advertising, Promotions, Direct Marketing, Web Marketing, Social Marketing and Print Design / Production.
- Ability and willingness to take direction, criticism and revisions.
- Ability to work under pressure in a fast paced environment
- Exceptional communication, teamwork and interpersonal skills



- Strong sense of drive and able to operate autonomously while hitting deadlines.
- Strong attention to detail
- Ability to multitask between several projects, clients, and platforms at a time.
- Ability and willingness to adapt and learn new skills.
- Excellent verbal and written communication skills.
- Strong planning skills; ability to quickly respond to changing requirements/demands
- Ability to work a minimum of 15-20 hours per week
- Understanding of the active lifestyle/endurance industry

Working Conditions

Work Environment:

The successful candidate will have the ability to work within a flexible schedule off-site and/or from the Columbia headquarters 15-20 hours per week. Typical working hours are from 8am to 4pm but can be negotiable.

Compensation:

Starting pay is negotiable and can range from \$15-\$30+ per hour depending on skill set. Additional compensation can be awarded through working events and/or exceeding goals.

This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the position. Other duties will be assigned as needed. We are a small company and we thrive on openness and flexibility.

Apply Online at: <http://ultramaxsports.com/career>