



# Position Plan: Creative Associate/Video Producer

---

## **Rekluse Vision**

We, a team of inspired people, create our future through innovation with integrity, passion, and excellence.

We create solutions and opportunities to enrich the lives of our customers, Rekluse team, shareholders, partners and the communities in which we live.

Together, we are more than we could be alone.

## **Position Responsibilities and Objectives**

The Creative Content Developer is responsible for developing relevant, engaging, and targeted content for an international audience of powersports enthusiasts.

The person in this position is responsible for:

- The creation/production of videos and promotional material including advertisements, catalogs, fliers, newsletters, packaging, apparel, and website content.
- The development of marketing, sales, and technical media for use in worldwide sales channels to sell and support Rekluse products.

Content should be designed to improve brand awareness, increase qualified web traffic, nurture relationships, and contribute to service excellence.

## **Education and Experience**

Bachelors of Degree in a related field. Professional experience with Adobe Creative Suite, video production software (Adobe Premier) and WordPress.

Proficient in content marketing best practices, technical tactics, and strategies.

Motorcycle industry knowledge and working experience strongly preferred.

## **Skills**

- Video, photography and media production
- Excellent communication skills, both oral and written
- Driven to connect work to measured outcomes
- Excellent problem solving skills
- Strong project management abilities
- Familiarity with all Microsoft Office applications
- Detail oriented

- Ability to excel in a fast paced environment
- Talent for understanding people and connecting with them through media

## **Functional Outline**

### Communications

- Communicate sales, marketing, and technical information to all sales channels (end-users, supported riders, dealers, distributors, OEM)
- Create content for social media sites including photo and video
- Content management on [www.rekluse.com](http://www.rekluse.com)
- General website support
- Contribute to product release planning and execution

### Marketing

- Generate leads
- Print and digital advertisement design
- Production of technical support videos including installation and tech tips
- Create annual product catalogs, packaging, and other print media
- Apparel design
- Support creation of marketing programs, media, contests and other ways to engage our customers and drive word of mouth marketing
- Product photography

### Branding

- Create a lasting impression among consumers and improve product sales and market share.
- Ensure designs and messages advance the company brand and adhere to organizational ethics and guidelines.

## **Communication Interfaces**

- This position reports directly to the Marketing Manager. It requires significant interaction between all departments, team members, and key partners.

## **Employment Details**

This is a salaried position and will fall within the wage guidelines as describe in the Rekluse Pay Scoping Document.

Some travel required.

