



Marketing Coordinator

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:

Person is responsible for evaluating marketing opportunities and coordinating initiatives in partnership with Director of Marketing and team.

Education and Experience:

Bachelor's or advanced degree in marketing, business or a related field and/or related experience in the powersports industry.

Skills:

- Strong project management abilities
- Ability to work independently, take initiative and be resourceful
- Skilled at juggling multiple projects at once, managing last minute requests and quick turnarounds with a positive attitude
- Strong detail orientation with proven ability to work quickly without compromising quality
- High level of communication skills (verbal and written) and personal responsibility
- Organizational skills
- Ability to excel in a fast-paced, deadline driven environment
- Experience with all Microsoft office applications (proficient in Excel), WordPress, Yoast, Survey Monkey and social media platforms.

Functional Outline:

Plans and implements sales and marketing programs to achieve both short and long term objectives in existing and new markets by performing the following duties:

- Communication
 - Copy writing/editing – press releases, blog posts, product updates, etc.



- Coordinate the effective distribution of marketing materials
- Survey design, implementation and summarization of results
- Create and distribute regular communication with dealers and distributors including marketing and product information
- Improve communication efficiencies within company
- Marketing
 - Contribute to the development of marketing plans, campaigns and strategies
 - Product release planning
 - Website:
 - Content creation, general updates, copy writing/proof reading, reporting on site analytics (Google Analytics)
 - SEO
 - Advertising performance tracking
 - Social media content planning
- Research and Reporting
 - Research, maintain and report on marketing data to aid in strategic planning and budgeting
 - Market research – market conditions, new markets, products, pricing, etc.
 - Prepare status reports on marketing initiatives, ROI analysis
 - Create and utilize results from customer questionnaires and focus groups
- Customer Service
 - Provide support to customers through ordering, shipping and invoicing processes
 - Process returns and warranty claims
- Other
 - Maintain and update customer contact databases
 - Assist with day to day operations and perform additional duties as requested by management

Communication Interfaces:

This position reports to the Director of Marketing & International Sales and requires significant interaction between all team members.

Employment Details:

This is a salaried position. Salary depends on experience.

Hours are generally 8am – 5pm Monday through Friday.

If interested in applying for this position please submit a resume, a brief introduction letter, and two writing samples to Alison Kelsey via email at alison@rekluse.com by April 21st, 2016.