

Skyhawks Sports Academy, Inc.

Position Description

Position Title: Franchise Marketing Coordinator

Reports to: President

Salary: DOE

Benefits: Benefits are available

Location: Spokane, WA

Objective:

The objective of the Franchise Marketing Coordinator is to utilize all available resources to effectively market Skyhawks and its affiliates to potential participants and partners. This individual will assist in the planning, coordination, and development of marketing-related activities across all mediums, and will provide administrative support for daily operational activities of the marketing department. The Marketing Coordinator will work closely with decision makers in other departments to identify, recommend, develop, implement, and support cost-effective marketing solutions for all aspects of the Skyhawks brand.

Essential Functions:

- Support marketing needs of Corporate and Franchisee owned territories.
- Assist in the deployment, monitoring, maintenance, development, and support of all Marketing initiatives including but not limited to promotional flyers, direct mail pieces, sales proposals, press releases, blogs, and email blasts.
- Design, maintenance and deployment of social network avenues such as Facebook, YouTube, Twitter, LinkedIn, etc.
- Benchmark, analyze, report on, and make recommendations for the improvement and growth of the Marketing Department.
- Assist in the monitoring and maintenance of the company website and search engine optimization.
- Annual design of marketing related pieces.
- Manage brand standards
- Keep current with the latest marketing solutions.
- Assist with oversight and management of marketing interns.
- Assist with additional general office administration like customer service and quality assurance.
- Perform other duties as assigned.
- Oversee Area Managers' marketing budgets.
- Facilitate relationships with marketing-related vendors.
- Assist with strategic local/regional/national sponsorships.

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Qualifications:

- Undergraduate Degree in Business or Marketing required.
- Minimum 4+ years marketing and graphic design experience
- Must be proficient in Photoshop, Illustrator, InDesign, and Acrobat.
- Requires strong problem solving and decision making capability.
- Ability to view issues from broad strategic perspective and make judgment calls with confidence.
- Excellent interpersonal skills
- Strong project management skills with ability to prioritize and manage multiple projects with deadlines across multiple mediums, consumer segments and distribution channels.
- Strategic and critical thinking skills
- Results oriented
- Effective oral and written communication skills
- Team oriented personality that can also work autonomously to achieve desired results.
- Computer software proficiency - Microsoft Office Suite (Outlook, Excel, PowerPoint, Word, Google Analytics)
- Experience with email marketing platforms (experience with Mail Chimp a plus).
- Experience with HTML a plus.

To Apply: Send Resume, Cover Letter and 3 references to careers@skyhawks.com. No phone calls.