

Red Coyote Running and Fitness
JOB DESCRIPTION

POSITION TITLE: MARKETING MANAGER

About Red Coyote

Red Coyote Running and Fitness is a thriving business that consists of two retail locations, training programs, and fitness events. Red Coyote is a locally owned business with a vision to inspire people in our community to move, connect, and be healthy.

Position Description:

The Red Coyote Marketing Manager will advance Red Coyote's mission and vision, and will be the primary team member responsible for coordinating Red Coyote's digital communications including email, social media and website, and coordinating the Red Coyote master marketing plan. This individual will play an integral role in the planning and execution of the Red Coyote marketing strategy and coordinating with the Red Coyote team.

The Marketing Manager will work on the sales floor to stay connected to the customer, the brand, and the team. The Marketing Manager will also contribute to Red Coyote's overall position as a leader in the running industry with the mission to build, serve and expand access to our running community.

Reporting:

- a. Reports to Director of Marketing, Director of Operations, and General Manager

Responsibilities:

Maintain and communicate Red Coyote's vision and brand identity.

- a. Develop, maintain and execute Red Coyote's master marketing calendar in preferred digital tool, ensuring the calendars are accurate, up-to-date, and complete.
- b. Work closely with outside agencies and contractors (e.g. digital agency, web agency, content creators, photographers) and product vendors to obtain, manage, and organize digital assets.
- c. Create and manage all email, social media and website content – including content for brand and vendor marketing, training programs and events - in accordance with the marketing calendar, ensuring that all community members are represented with regard to race, ethnicity, gender identity, sexual identity, disability status and religion.
- d. Work with digital agency to create and manage all email and digital campaigns in accordance with the marketing calendar.
- e. Maximize the impact of online content to keep our community connected to our brand, including piloting innovative digital strategies and content ideas.
- f. Serve as the primary contact for all staff to brand and communication activities and planning.
- g. Attend weekly executive management team meetings and other meetings or correspondence as necessary.
- h. Perform other duties as directed by Red Coyote Director of Marketing to ensure the continued success of the business.

- i. Lead, motivate and inspire team members to always create the Red Coyote experience.
- j. Work the sales floor and Red Coyote events as needed to ensure every customer always receives the Red Coyote experience.
- k. Lead by example when in the store and representing Red Coyote.

Qualifications:

- Degree in marketing, strategic communications, advertising or similar field or equivalent experience
- 1-2 years experience in digital content creation
- Prior experience creating email campaigns and utilizing analytics to achieve marketing objectives and optimize results
- Prior experience utilizing relevant social media platforms and corresponding analytics to achieve marketing objectives and optimize results
- Prior experience developing web strategy
- Must possess strong organizational and communication skills
- Must possess a demonstrated passion for diversity, equity and inclusion and for advancing cross-cultural competence
- Passion for health and community building is preferred

This is a new position for Red Coyote and the Marketing Manager will need to be flexible and work closely with the Director of Marketing to develop the role within the organization.

Benefits:

Full Paid Medical Insurance PPO Plan through Blue Cross/Blue Shield OK (value \$4,200-\$10,000/year)

Paid Time Off

Leadership and career development opportunities

401K Eligible after 1 year of employment

4% Red Coyote match and 401K profit share