

## **Marketing Coordinator**

### **Pensacola Sports**

Job Status: Non-Exempt, Full Time

Salary Range: \$33,000 to \$45,000 annually

#### **Job Brief**

As our Marketing Coordinator, you will work alongside the Director of Operations and Director of Events to increase public awareness of Pensacola Sports events, mission, community impact, and membership program through online and offline channels to grow engagement with the goal of increasing public awareness, event registrations, memberships, and sponsorships.

#### **Responsibilities**

- Collaborate with the marketing agency to plan and execute marketing strategies; marketing agency designated point of contact.
- Identify opportunities and represent Pensacola Sports at community outreach events.
- Develop talking points for speaking and media opportunities.
- Create and share real time social media content at events; take photos and videos.
- Maintain Pensacola Sports social media accounts- designing posts to sustain readers' curiosity and create buzz around events and programs.
- Create engaging content, images, video assets, fliers, programs and other marketing materials.
- Facilitate online conversations and respond to queries, report on online reviews and feedback from social media platforms and Google Business.
- Identify opportunities and develop relationships with media, community partners and volunteers to promote our programs, events, membership, and sponsorship opportunities.
- Write and update website, email newsletter content, press releases, and Google Business listing.
- Increase our online presence- include Pensacola Sports events on outside agency partners calendars, emails, and publications.
- Work with the Membership Committee to plan, execute, and communicate membership benefits.
- Maintain creative communication, recognition and engagement with Pensacola Sports Members and sponsors.
- Promote the benefits of membership to recruit new members while engaging and maintaining current members.
- Assist with other external communications duties as needed.

#### **Requirements**

- Ability to deliver creative content (text, graphics, and video).
- Ability to grasp future trends in digital technologies and act proactively.
- Excellent communication skills.
- Effectively manage time and responsibilities to meet varied deadlines.

- Ability to work independently and stay on task.
- Knowledge of AP style and writing press releases.
- Knowledgeable in multiple social media platforms.
- Fiscal responsibility to adhere to a set budget.
- Graphic design skills and software knowledge is a huge plus!
- Ability to learn and use new applications and programs.
- Occasionally work long days, nights or weekends.
- Outgoing and Creative Team Player!

### **This job might be for you if...**

- You have 1-3 years of marketing and communications experience – creating and implementing strategies and developing online content.
- Collaborating with diverse teams excites you, and you have no problem managing multiple initiatives at once.
- You listen to understand, and when you speak/write, you are understood. You know how to turn knowledge into exciting and useful messages and distribute them to the right audiences.
- You're willing to share your ideas and be creative!
- You inspire through word – written and spoken.
- You can build long-term relationships with volunteers, partners and communities.
- You have a flair for hospitality!
- You are confident with Google Suite (GSUITE), Microsoft Office, Word Press, website content management, email marketing and social media networks. Databases and new applications do not scare you.

### **Physical Requirements**

You won't need the endurance of a stallion, but you will have some **light physical demands** (i.e. spending hours listening and talking; working on the computer and phone; driving to meetings and events; lifting light pieces of equipment and materials; and **occasionally working long days, nights or weekends**)

### **To Apply:**

Interested candidates please email resume, references, and any examples of work to:

[lmccullers@pensacolasports.org](mailto:lmccullers@pensacolasports.org)

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