

Marketing Coordinator

About Us: We are a small, fast growing company that has been established in the sports video industry for nearly a decade.

About the Job Opportunity: At Sport Scope we are revolutionizing the sports video industry on a day to day basis by pushing technology to its limits. This is your chance to utilize the latest techniques in web-based marketing to influence the sports video industry.

Responsibilities:

- Create, schedule, and interact with social media content (Facebook, Twitter, Instagram, LinkedIn, Youtube, etc.)
- Create and send periodic email promotions and newsletters (MailChimp)
- Create online ads utilizing platforms such as Facebook and Twitter
- Write weekly blog posts
- Produce creative graphics content for all the above
- Assess marketing analytics and develop adjusted targeting strategies accordingly

Requirements:

- Proficient in all standard social media platforms
- Experience in web-based marketing services such as MailChimp, Google Adwords, Facebook Ad Manager, etc.
- Knowledgeable of SEO techniques
- Proficient in writing copy and market-based online blog writing
- Experience with Photoshop (or preferred graphic content creation tool)

Experience:

- Bachelor's or master's degree in marketing or a related field
- Proven working experience in digital marketing, particularly within the industry
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Can provide portfolio of previous marketing related work before interview

Bonus Skills:

- Experience in HTML, CSS, and/or Javascript

Pay/Benefits:

- \$45,000 - \$55,000/yr. - Competitive salary depending on experience
- Bonus opportunity
- 401k matching up to 4%
- Flexible schedule
- Healthcare reimbursement