

Marketing Communications Specialist

A position is now available to join Sea to Summit's marketing team based in Boulder, CO. We are seeking a Marketing Communications Specialist interested in bringing their creative and professional experience to our dynamic and fast-growing company.

Under the supervision of the Marketing Director, the person in this role will be responsible for implementing a wide range of marketing initiatives – from website content management to conceptualizing, crafting and executing advertising campaigns. The position requires hands-on graphic design, copy writing/editing and project management for a diverse range of marketing deliverables. They will also be a key participant in the brainstorming and creative process of developing our marketing communications strategies and plans. The successful candidate will ensure that all of our messaging and visuals are not only compelling and engaging but are also consistent with our reputation and our brand voice and image.

Core Responsibilities:

- With strong graphic design background and writing skills, create a wide array of both print and digital ads, catalogs, signage, postcards, sales collateral, promotional materials, business cards, etc to support the company's strategic goals and marketing objectives.
- Ensure that all images, content and technical specs on our own consumer site and our retailers' websites are up-to-date
- In collaboration with our social media marketing specialist, share the responsibility of creating and curating social content across multiple channels. Content will be original, authentically written and visually engaging
- Help develop and manage the content calendar and ensure the scheduling of posts is achieved according to our social strategies across all platforms
- Co-manage the company's blog to ensure the posting of content that both educates and entertains
- Lead monthly marketing content planning sessions
- Ensure that all new product and brand assets such as images, video, copy and technical specs are available and delivered in a timely manner to our retail partners for use on their websites
- Assist in the execution of promotional initiatives undertaken by our retailers and support their marketing events and activities
- Manage the advertising and promotional calendar to ensure deadlines are met and expenses are within budget
- Gather bids and proposals from vendors for production of various print, digital, video, web, promotional items or other marketing materials when needed
- Attend trade shows and consumer events as needed
- Support the marketing and sales teams with ad hoc requests and projects as needed

Required Skills:

- Essential to this role is demonstrable competency in layout and design to create compelling graphics in both print and digital formats

- Proven experience managing the content creation process
- Experience using WordPress or a similar content management system; should also have proficiency with Google analytics or other web analysis tools
- A working knowledge and understanding of current trends in digital media/social media as well as command of best practices on all the major social media platforms
- Previous experience with social media marketing; must be able to develop engaging and persuasive content for social media that tells the Sea to Summit story and is consistent with our brand image and reputation
- Some experience creating email marketing campaigns; HTML email marketing experience a plus
- Experience writing, editing and proofreading marketing copy with a strong eye for detail, accuracy and clarity of our message
- Must have excellent organizational and planning skills to manage multiple, and at times changing, priorities and meet deadlines
- Ability to work well in a fast-paced, collaborative environment
- Must possess a high level of personal initiative and be compulsive about quality and excellence in everything they do
- Highly accomplished user of Adobe Creative Suite (Photoshop, Illustrator, InDesign) is essential
- Experience with photography, video production and editing/multimedia would be a plus (ex: Adobe Premiere)
- Must be fluent in Microsoft Office applications (Word, Excel, Powerpoint)
- Experience in the outdoor industry and a personal passion for an activity or activities for which our products are created is a plus

Education and Experience

- A bachelor's degree in marketing, graphic design, advertising or a related discipline
- 3+ years' experience in a marketing role

Salary/Benefits

Pay is commensurate with experience and is competitive. Benefits include health insurance, dental and vision, 401K and employer paid pension, generous vacation and holidays, an Eco-Pass and a casual, dog-friendly work environment.

We are looking to fill this position immediately. Please send your resume or job history to jobs@seatosummit.com. Please no phone inquiries.