

Total Sports Repair, Inc

Job Description: Marketing Coordinator

Location: Salem, NH

Reports To: Business Manager, Susan Frazier

Job summary: This position provides marketing support for all divisions at TSR Hockey.

This is an excellent opportunity for a Marketing Coordinator with a growing retail business. If you love sports, particularly Hockey and Lacrosse then this is the position for you! We're looking for an energetic, multi-talented, flexible coordinator to help with marketing, social media, website, graphic design and customer service for a small independent retail and team store headquartered in Salem, NH and with pro shop locations in MA. We are a small business and will be asked to wear a variety of marketing hats.

Responsibilities include:

- Website maintenance; including search engine optimization.
- Email marketing efforts via customer connect
- Create and implement a yearly/monthly/weekly marketing plan to establish a consistent marketing presence with our existing client base of 5000+
- Manage Social Media
- Plan and execute special events for launch products
- Plan and execute special events for tournaments in TSR sponsored rinks or other events such as Hockey East Tournament
- Create in store merchandising displays and help to deploy to all stores
- Manage map adjustments and promote sales
- Ensure that customers are always the priority; you may be asked to help on the sales floor during peak times.

Typical daily/weekly tasks:

- Entering and editing product information to the store's website including product pictures and descriptions.
- Make note of products missing from online store and add to ecommerce site
- Create customer connect email blast linking to website
- Create graphics for social media, website and stores to advertise product.
- Monitor, post and reply to inquires on social media sites.
- Recording short product videos to post on social media.
- Occasional emails and phone calls to brand reps to get info, request product for contests, etc.
- Making contact with blogs, editors, etc. and posting info about store and product to various websites as you build relationships

Requirements include experience with:

- Microsoft Office
- Website management; Magento2 experience helpful
- Illustrator and Acrobat software
- Traditional and computer based marketing efforts
- Excellent written and verbal skills a must.
- Must be able to handle a fast pace and be flexible enough to adapt to changing priorities.
- Retail experience a plus.
- BA degree in Marketing
- Ice Hockey knowledge a must

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.