

FULL-TIME MARKETING COMMUNICATION COORDINATOR

Sideline Power – Greenwood, NE

Company Details:

Sideline Power is a privately held company that provides a complete line of technology needs for any athletic program. We are the #1 choice in coaching communication and provide a wide variety of Coaching Headsets, End Zone Cameras, Drones, Sound Systems and more. We work with Coaches, Athletic Directors, and other decision makers both domestically and internationally to provide them with the technology to help their teams win. While working with these decision makers, we take a customer-focused approach to make their lives as simple as possible.

Job Description:

- Lead the Marketing Team efforts in all Marketing aspects
- 30% of your time – Preparing, planning and executing marketing projects and maintaining Social Media
- 30% of your time – Assist in media and video production
- 30% of your time – Prepare and planning for clinics hosted and attended by Sideline Power
- 10% of your time – working with SEO team to enhance web search presence
- Reports directly to the CEO and VP of Sales
- Support marketing team in organizing and executing various projects
- Attend daily staff meetings
- Compose and post online content on the company's website and social media accounts
- Write marketing literature to augment the company presence in the market
- Communicate directly with customers and build trusting relationships
- Work with a CRM to keep accounts up-to-date and accurate with correct information

Qualifications:

- 2 or 4 Year College Degree in related field
- Strong verbal and written communication skills
- Full understanding of marketing strategies and how to use the concepts throughout various forms of outreach
- 1-2 years of social media management experience
- General knowledge of Search Engine Optimization and internet ranking for web content
- Highly motivated self-starter with a desire to grow and advance
- Strong organizational, prioritization, and time management skills
- Good understanding of office management and marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a customer-oriented approach
- Good knowledge of market research techniques and databases
- Excellent knowledge of MS Office, marketing computer software and online applications

Job Information:

- Full-Time – M-F 8:00-5 PM on-call as needed and travel as needed
- Salary plus TeamShare
- Advancement opportunities possible

To apply, send resume and contact info to mstarr@sidelinepower.com.

www.SidelinePower.com

