

## 17 TOURNAMENTS



### 17 Tournaments Marketing Coordinator Job Description

#### Overview

We're looking for a creative, energetic and driven Marketing Coordinator to join the 17 Tournaments corporate team. Day-to-day tasks will concentrate primarily on social and digital media, but will also include other marketing-related assignments, such as: assistance in creating advertising and public relations campaigns, creating and sending email marketing campaigns, managing promotional material inventory, provide support in planning trade shows and preparing monthly/annual tracking reports.

The person in this position will use their creativity and ability to think outside the box to gain and grow attention for 17 Tournaments via social media and other digital marketing campaigns.

#### Marketing Coordinator Job Responsibilities

- Develop and maintain websites, newsletters, emails, social media campaigns for all 17 Tournaments
- Contribute to marketing and creative brainstorm initiatives
- Identify and propose internal/external ideas and initiatives to help promote general awareness of 17 Tournaments
- Research social media trends and provide suggestions on how to improve our efforts for all 17 Tournaments
- Social media administration (i.e. planning, posting, analytics reports coordinating contests, tracking account growth, sponsor tracking, etc.)
- Email marketing assistance to promote products and create event awareness, along with support of event sales of 17 Tournaments
- Provide assistance with website updates and maintenance for all 17 Tournaments-related sites
- Build brand awareness by working with Brands Communication Manager and in-house graphic designer to create company ads and promotional materials
- Keep promotional materials ready by coordinating requirements with Brands Communication Manager, inventorying stock, verifying receipt, etc.
- Other tasks as assigned by corporate Brands Communication Manager

#### Requirements

- Minimum 3 years of experience in a similar role

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- College Degree – Marketing, Public Relations or Communications with an emphasis on Digital and Social Media Communications/Marketing
- Excellent written and verbal communication skills
- Knowledge of all social networking platforms and experience in social media strategy development, posting, advertising and analytics
- Proficiency in Microsoft Office 365 (Word, Excel, PowerPoint, Teams, OneDrive, SharePoint, Planner and Tasks)
- Proactive nature
- Creative thinker
- Ability to manage multiple projects at once
- Responsible, punctual and strong work ethic
- Ability to work weekends and travel when needed

### **Additional Skills**

- Graphic design (Adobe Suite: Photoshop, In Design, After Effect), video production (iMovie or Premier Pro preferred), Google Analytics and Facebook/Instagram advertising experience is a plus
- Although not required, a love and understanding of sports is preferred

**Job Location:** This position is located in the Atlanta, GA area (Canton, GA) Position

**Type:** Full-Time/Salary

**To Apply:** Send resume and cover letter to Jill Frischmann at [jill@fields-inc.com](mailto:jill@fields-inc.com)