



Sports Fields Inc. Brands Marketing Coordinator Job Description

Overview:

We're looking for a creative, energetic and driven Marketing Coordinator to join the Sports Fields Inc. team and help bring our visions of "Building Sports Fields of Distinction" and "SPORTS. FAMILY. FUN." to life for all of our clients, park guests and in our marketing presence. 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, 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 garner attention and grow attention for Sports Fields Inc. brands via social media and marketing campaigns. The person in this role will be responsible for helping to design the corporate social media and marketing strategies as the company grows in local and national markets.

Marketing Coordinator Job Responsibilities:

- Research social media trends and provide suggestions on how to improve our efforts for all Sports Fields Inc. brands
- Social media administration (i.e. planning, posting, coordinating contests, keeping track of account growth, sponsor tracking, etc.)
- Work with Sports Force Parks Event Coordinators to collect and post social media content on Facebook, Instagram, Snapchat and Twitter accounts to support in-park events (primarily on weekends) and sponsor promotions
- Implement/execute social media obligations for sponsors at each location of the Sports Force Parks locations
- Email marketing assistance to promote product and event awareness, along with event sales of Sports Fields Inc. brands
- Provide assistance with website updates and maintenance for all Sports Fields Inc. brands
- Build brand awareness by working with Brand Communications Manager and in-house graphic designer to create company ads and writing press releases
- Keep promotional materials ready by coordinating requirements with corporate Brand Communications Manager, inventorying stock, verifying receipt, etc.
- Other tasks as assigned by corporate Brand Communications Manager

Requirements

- College graduate that preferably studied Marketing, Public Relations or Communications with an emphasis on Digital and Social Media Communications/Marketing
- Experience in social media strategy development, posting, advertising and analytics (i.e. previous employment, college classes, internships, etc.)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Excellent writing skills
- Proactive nature
- Creative thinker

- Ability to manage multiple projects at once
- Ability to work weekends and travel when needed
- Responsible, punctual and strong work ethic

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