



EMPLOYMENT OPPORTUNITY

Communications Coordinator

Multi-Location, Company Position

Job Title: Communications (Brand Marketing Department)

Reports to: Brand Marketing Manager

Location: Multi-location, Company Position

Sender One Climbing is looking for an enthusiastic, self-motivated, proactive Outreach & Communications Coordinator to join our Brand Marketing Team! This is a company position and the ideal candidate is someone who is passionate in what they do and can provide marketing support while working for a fast growing company. This is a position that will begin part-time, but quickly has the potential for full-time status.

What You'll Do:

- Schedule, produce, and establish timely delivery of targeting emails, e-newsletters, website changes, and digital marketing objectives
- Assist in strategy implementation and execution of social media, email marketing, and advertising while maintaining a consistent brand image (example: content creation)
- Lead outreach events and outreach efforts while promoting and enhancing company reputation
- Represent Sender One at local outreach events, community events, and/or large scale events
- Support the marketing team as part of the event planning committee for large scale events
- Maintain and manage the Sender One blog
- Coordinate with gym managers to ensure cross-departmental and cross-location communication
- Coordinate with the marketing team and graphic designer to communicate any design needs and to ensure brand consistency
- Perform a range of administrative and marketing support duties
- Have a deep understanding of gym level operations including: Customer Experience, Sender City, Yoga, Fitness, Youth Programs, and Groups & Parties
- Track conversion data from email marketing, paid ads, outreach efforts, and the website
- Track spending and budget for outreach and digital marketing campaigns
- Become an expert at MailChimp, WordPress, Rock Gym Pro (RGP), GoogleMyBusiness, Instagram, Facebook, and digital advertising platforms

Who You Are:

- Passionate about climbing and the climbing community!
- Problem solver and makes quick decisions in a timely manner; develops new and creative solutions
- Productive in an individual and collaborative environment, while thinking independently and creatively - comfortable with bringing new, relevant ideas to the team!
- Detail-oriented, exceptionally organized, and manages time and projects efficiently
- Motivated and goal-oriented
- Flexible and able to adapt to change
- Positive attitude and encouraging to peers
- Comfortable with working at a computer screen for a long duration of time
- Ability to streamline and improve processes while troubleshooting
- Ability to work in a fast-paced environment and functions at a high level in stressful situations
- Strong interpersonal and communication skills - written and verbally
- Receptive to feedback and respectful of others' ideas
- Exercises self-awareness and empathy
- Lives and breathes our core values by Sharing your Passions, Finding Creative Beta, Learning from Your Projects and Sending Them, Seeing the World from Others' Perspectives, Climbing Together, and Leading the Pitch

Experience You Bring:

- Excellent customer facing experience and skills
- Understands key marketing and brand strategies
- Excellent copywriting skills with a relatable and friendly tone
- Proficient knowledge of the climbing industry
- Proficiency in G-Suite
- Basic knowledge of up to date digital marketing trends
- Basic knowledge of social media platforms (Instagram, Facebook, YouTube)
- Basic knowledge of MailChimp and Wordpress
- Proficiency in Rock Gym Pro (RGP) a plus
- Basic skills in photography and/or videography a plus
- Basic skills in HTML & CSS a plus
- Adobe Creative Cloud experience a plus

Your Time Commitment:

- 30 - 35 hours per week starting with full-time potential
- Attend a 1-hour marketing meeting each week
- Must be available some weekends and weekday evenings for outreach and events
- Must have reliable transportation and willing to travel between gym locations
- Training period and starting rate \$16.50 - \$20/hour (DOE)

Perks of Being on the Sender One Team:

- Free membership for you and one other
- Free membership for immediate family (parents, children, siblings)
- Discounts and Pro-Deals on retail and climbing/outdoor gear
- 30% off staff discount in our retail shop
- Staff climb nights

Employee Conduct:

Sender One employees are responsible for following rules of conduct based on honesty, good taste, fair play, courtesy, safety, and professionalism when interacting with co-workers, customers, and vendors.

HOW TO APPLY:

Send cover letter & resume to crystal@sender.one

Thank you!