
MARKETING MANAGER

Run Down:

The focus of the Marketing Manager is to reach the Fleet Feet Pittsburgh community and surrounding running and fitness communities in various ways while driving customers in to the store to reach sales, customer acquisition and customer retention objectives. This position will be measured on sales growth, customer count and tickets, your ability to connect to the community, and keeping the Fleet Feet brand relevant in the market. In this position, you will work closely with the Retail Experience Team, Buyers, and Store Management. Within the scope of this position, contribute to Fleet Feet's overall position as the leader in running stores in the thriving Pittsburgh running community. This position will be required to work non-traditional hours and weekends.

Key Essentials:

- Website management including content, graphics, page building and calendars.
- Coordinate staffing and logistics of outreach events (including packing, loading, etc.)
- Be present at expos and other offsite events
- Marketing and logistical support for in-store marketing events.
- Oversee donation and philanthropic efforts.
- Oversee in-store marketing materials including TV graphics, rack cards, signs, etc.
- Oversee Social Media accounts to ensure engagement.
- Create and manage all outbound email campaigns to customers, including weekly newsletters. Measure and drive high open rates and click-thru rates.
- Coordinate local race partnerships, packet pickups, and necessary race support.
- In coordination with the Training Programs Director, create marketing outreach materials and plan to drive training program participation across all programs.
- Communicate all marketing efforts and initiatives with all store departments to ensure awareness and enrollment by all staff.
- Utilize existing programs like Workplace Fit and Medical Outreach tools to develop new relationships with community partners that create sales and drive brand awareness.
- Provide a memorable in-store experience in the role of Fit Professional.
- Be hands-on in every aspect of the business.
- Serve as a model representative of our core values in every opportunity.
- Other duties and projects as required and directed by the owners. These may, on occasion, be unrelated to the position described here.

Supervisory Responsibilities:

Responsible for the oversight of the Marketing Coordinator: Digital.

Qualifiers:

Minimum of one to two years of experience in marketing, communications, public relations, or advertising. Creative, outgoing, and self-motivated. Excellent oral and written communication skills. Proficient in using content management systems. Adept at managing social media content and outreach. Ability to work in a collaborative environment, demonstrate initiative and solve problems independently. A model of consistency, level-headedness, pleasantness when interacting with colleagues, stakeholders, franchise owners and staff, and executives. Receptive and willingness to receive feedback and take action accordingly. The ideal candidate must be committed to positively affecting the existing workplace culture, organized, able to handle multiple tasks simultaneously, and display excellent time management skills. This position will be required to work non-traditional hours and weekends. Approximately 20% travel required.

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Want to Join our Fleet:

Email your Resume to deb@fleetfeetpittsburgh.com. Be sure to reference this job and tell us why you'd be a great fit with our team.

***This job description is not an employment agreement or contract.
Management has the exclusive right to alter this job description at any time without notice.*