



## MARKETING MANAGER

### HIRING: FULL-TIME STAFF

Gear West is looking to hire a full-time marketing manager who can help create and implement a marketing program across the entire Gear West campus: Nordic, Alpine, Bike, & Web. Marketing duties will include marketing strategy, social media, emails, and additional web promotion both coordinating and individualizing the entities which comprise Gear West. Knowledge of the outdoor business is valued, and the ideal candidate will have a passion for the outdoors in addition to a strong marketing background.

Gear West works every day to sell and support our passions of health, fitness, and fun. We are more than a company or a shop, Gear West is the lifestyle that it markets. This active lifestyle is consistent across our staff and supported by the working environment. We are also focused on growth. Through consistently working on internal systems and communication, we support achievement, both within Gear West and beyond. A few other benefits include dogs and cookouts (We like dogs and cookouts!)

### GEAR WEST'S UNIQUE APPROACH TO RETAIL

- Gear West is a campus! Your coworkers have expertise extending to every corner of the outdoor world. They are always willing to chat and support you in whatever you need, work or play
- Every Saturday and Sunday our hours are limited. While you will be expected to work weekends, we are only open from 12pm to 4pm on Sunday and 10am-5pm on Saturday
- Gear West is involved in the local community, but we are also a community of our own. We host events, sponsor athletes, and collaborate with local businesses often

- We offer a flexible schedule and days off, in order to accommodate coaching, competing, and a life in the sports we serve

#### OPERATIONAL DETAILS

- This position will require weekday hours, including some evening and weekend hours
- Gear West's hours are 10-7pm Monday-Thursday, 10-6pm Friday, 10-5pm Saturday, and 12-4pm Sunday
- There are currently 2 full-time e-commerce staff at Gear West, with 1-2 part-time staff for support to the Marketing Manager role

#### DAILY TASKS AND DUTIES

- Develop and implement marketing strategy for Gear West as a whole: Nordic, Alpine, Bike, & Web
- Grow and manage our brand presence online, on our website, and through our social media channels
- Oversee email marketing campaigns and distribution
- Create content and manage social media platforms
- Communicate and collaborate with all departments to support sales goals and marketing strategy
- Work closely with E-Commerce Manager to facilitate website development & growth
- Handle communication & objectives with sponsored athletes
- Continuously develop new and creative ways to engage our outdoor community
- Work with Event Directors to promote Gear West events throughout all marketing channels

#### EXPERIENCE WE ARE EXCITED FOR YOU TO HIGHLIGHT

- 3-5 years of experience in a successful marketing role, digital marketing or communications experience
- Demonstrated willingness to learn and apply new information and skills in a professional scenario
- Excellent communication skills towards both coworkers and customers in the store, willingness to work in a team environment
- Excellent writing skills, storytelling & narrative development
- Experience with SEO, paid search

- Ability to multitask while remaining organized
- High level of critical thinking & creativity
- Strong attention to detail
- Independent worker & strong leadership abilities
- Ability to work a flexible schedule based on business needs, including evenings and weekends
- BA/BS degree in a relevant field

#### COMPENSATION & BENEFITS

This position is salary based (full time)

- \$45k-\$65k a year depending on experience
- Industry perks like deals on outdoor gear, discounted ski passes, and opportunities for involvement in industry events

#### LOCATION

Ability to commute/relocate:

- Long Lake, MN 55356: Reliably commute or planning to relocate before starting work (Required)
- Full-time in person

#### TO APPLY:

Send your resume and a brief description about yourself to [jan@gearwest.com](mailto:jan@gearwest.com)