



Job Description

Job Title: Marketing Coordinator

Department: Marketing

Reports To: Jenna Ovet, Director of Marketing

ABOUT HEAD RUSH TECHNOLOGIES

Are you ready to power epic adventures? Based 15 minutes from beautiful Boulder, Colorado, Head Rush Technologies is on a mission to power the most epic adventures in the world. Leveraging our passionate approach to adventure safety, we create and service clearly superior products and solutions for businesses at height. This includes innovative equipment for the outdoor, amusement and recreation industries.

Being the first company to bring technology from trains, elevators and roller coasters into the climbing arena, we are best known for our application of eddy current braking in products such as our TRUBLUE Auto Belay, as well as our QUICKjump Free Fall Device and zipSTOP Zip Line Brake.

It's not just our products that set us apart though. At Head Rush Tech, we believe in connecting passion with purpose. To do this, we partner with climbing's biggest stars, film festivals and advocacy organizations to grow the sport of climbing by promoting better access and inclusiveness. What else do we stand for? We value our customers and collaboration, see problems as opportunities to drive results, and relentlessly focus on quality. Most importantly, at Head Rush Tech, we love what we do and why we do it.

SUMMARY

We are looking to hire a savvy marketing coordinator to contribute to existing marketing programs, while assisting with the development of new initiatives aligned with company goals. Working closely with the Marketing Director, the Marketing Coordinator will lead in the implementation of email campaign planning and execution, social media marketing and event management. Additionally, the Marketing Coordinator will be a database power-user, working to support end-to-end optimization through maintenance and automation. The ideal candidate will have prior experience with a wide range of marketing platforms and functions, including communications, advertising, branding, digital marketing and social media. Top candidates, will be creative individuals with fantastic communication skills, technical prowess and excellent time management. Further to ensure success, the Marketing Coordinator will exhibit critical thinking skills, strong problem-solving skills and meticulous attention to detail.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Organize trade shows, sponsor events and internal events, including overseeing logistics, coordinating with vendors/ sponsors, creating itineraries, ordering marketing collateral, managing registrations, etc.
- Execute email marketing campaigns, including building, testing, scheduling and database management
- Implement a results-driven social media strategy, including assisting with developing and curating engaging content
- Maintain data integrity of customer relationship management database (HubSpot) and perform other marketing operations as needed
- Update web properties, including online store (product pages), landing pages, etc.
- Manage vendor relationships to ensure high-quality and timely execution of marketing programs
- Other duties as requested

REQUIREMENTS:

- 1-3 years of experience in marketing, communications, or related field
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing
- Familiarity with modern databases and standard marketing operations procedures
- A quick learner and savvy with digital technologies and platforms
- Capable of reading and writing basic HTML & CSS code
- Must be a self-starter who has solid problem-solving skills and research proficiencies
- Detail-orientated with exceptional project and time management skills
- Is flexible and a team player
- Creative mind with superb written and verbal communication skills
- Understanding of SEO and website optimization a plus
- Experience in climbing, zip lining, adventure, tourism and/or recreation industries a plus

SALARY RANGE

\$45,000 - \$65,000

RESPONSES

At Head Rush Technologies, we offer a positive work environment with competitive pay commensurate with experience. Responses will be considered from candidates that have the required experience and

demonstrated qualifications described. To apply email your resume and a cover letter to jenna.ovett@headrushtech.com.