

Job Description

Marketing Coordinator

Century International Arms, Inc.

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Reports to: Director of Marketing

Position Type: Full-Time

Location: Florida

Summary of Position Mission

Under the supervision of the Director of Marketing, devises and executes plans supporting established brand strategies for all advertising and promotional channels including print, broadcast, internet, social media and events. Manage the marketing mix to meet sales and budget requirements while supporting the Product Management and Sales teams through the execution of marketing plans to achieve specific product or customer objectives and business plans.

Responsibilities

- Manage annual advertising calendar and ensure deliverables are accurate, on time and regularly updated.
- Manage content library including titling, tagging and organizing photographs, videos, and other media for internal and external use.
- Responsible for opinionated, stylish writing and frequently posting new content to the Internet. Duties may also include developing and/or revising text for other venues, including online communities, press releases, web articles and video blogs. Must demonstrate the ability to write professionally for varied audiences and consistently meet tight deadlines.
- Assists with photography, story boards for photoshoots and editing photos as needed.
- Manages branded websites including centuryarms.com, canikusa.com, and uspalm.com.
- Develop content for posting on all designated social media outlets, monitoring online competitor presences/ perceptions, researching new blogs and channels for relevance/trend identification, reporting “chatter” and other relevant online data, and maintaining posting schedules.
- Assist the Trade Show Event Coordinator in development of trade show needs and schedules, develops related promotional project activities, and attend industry tradeshow and events as necessary.
- Monitors performance of promotional activities and makes recommendations for future activity adjustments.
- Collaborates with international partners to secure funds and reimbursement for all related branding expenses.
- Enforce brand distinctions.
- Coordinates company donations, gifts, custom engraving and shipping for all shooting events and media events.
- Manage ProStaff program, audit broadcast and online partners to confirm all contractual obligations are met, maintain a monthly record of ProStaff, paid partner and social influencer activities for annual evaluations. Coordinate with U.S. military units for commemorative firearms.
- Develops and retains industry relationships and partnerships with gun writers, media and vendors and manage gun writer projects and reviews and point of contact for writers.
- Protects Company’s value by keeping information confidential.
- Support and adhere to all ISO standards applicable to the Company.

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- Wears all necessary Personal Protective Equipment directed by the Company at all times.
- Demonstrates complete working knowledge of firearms safety.
- Maintains and keeps workstation and department area clean.
- Immediately reports any maintenance and/or safety issues to Management.
- Demonstrates a positive attitude toward co-workers, other department and the Company.
- Maintains respect, courtesy and professionalism toward all co-workers and the Company.
- Communicates clearly and effectively with co-workers and management.
- Actively participate and support the 5S process within the work area on a daily basis.
- *Other duties will be assigned as required.*

Qualifications & Knowledge Required

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. These requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- A degree in communications, marketing or a related field.
- Excellent verbal and written communication skills and strong attention to detail.
- 3+ years of marketing or public relations experience (including demonstrable social networking experience).
- Strong familiarity with online marketing best practices.
- The ability to work with cross-functional teams, a knack for research, a sharp wit and a willingness to work during nonstandard business hours.
- Solid computer skills in MS Office (Word, Excel, PowerPoint). It is critical for this position to embrace technology. Novice to advanced skills in Adobe Suite (Photoshop, Illustrator, Publishing).
- Basic HTML or CSS knowledge, experience with Google AdWords, Google Analytics, Magento, WordPress or comparable CMS is highly preferred.

Working Conditions

Work is normally performed in a climate-controlled office environment. Exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

Physical Demands

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

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- Be able to lift objects commonly found in offices, up to 20 lbs.
- Able to travel locally by car
- Able to work at a computer for long periods of time
- Able to work additional hours as needed. (Project timelines and work volume/deadlines may require more than 40 hours per week to complete essential duties of this job.)
- Must have mental processes for reasoning, remembering, mathematics and language ability (reading, writing and speaking English language) to perform the duties proficiently
- Able to work full-time, including early mornings, evenings and weekends as needed

Disclaimers

- This job description should not be interpreted to be a complete list of all the duties and responsibilities performed by the jobholder. To maintain organizational flexibility, management has the discretion to add, drop or change at any time the duties, responsibilities and expectations of this job.
- This job description does not constitute an offer of employment, continuous employment or an employment contract. We are an at-will employer and either you or the employer may terminate the employment relationship at any time, for any legal reason or for no reason.

Employee Signature:		Date:	
Witnessed By:		Date:	
Last Updated By:	Chip Hunnicutt	Date:	12/14/2018