



Fleet Feet Sports
Director of Marketing/Customer Acquisition
Job Description

Salary Position, Full Time - \$35,000

The Director of Marketing/Customer Acquisition will be responsible for all aspects of marketing Fleet Feet Sports, as the number one destination for all running and fitness needs. Areas of marketing focus include: Race Sponsorship, Fun Runs/Special Events, Newsletters/Website Management/Social Networking, Running Programs, Health Fair/Corporate Outreach Participation and Business Partnering/Networking. Duties are, but not limited to, as follows:

Race Sponsorship (working with the Director of Operations/Special Events)

1. Working with race directors on how Fleet Feet Sports can participate
2. Recommending races that benefit Fleet Feet Sports in the most efficient way
3. Contact vendor partners for numbers/free product/coupons for races
4. Arrange for co-advertising, promotion of race, **packet pick-up**
5. Arrange races as high involvement, mid-involvement & low involvement for level of participation
6. Maximize race participation to enhance customer acquisition
7. Participating at all races where we have a presence at the race

Fun Runs/Special Events (working with the Director of Operations/Special Events)

1. Assist in the creation and lead the marketing of weekly & special fun runs to increase participants
2. Partner with vendors on providing demonstrations of their products for these events
3. Assist in the creation and lead the marketing of seminars in the store that will increase customer acquisition
4. Assist in the creation and lead the marketing for special nights such as Diva Nights, Fashion Shows, etc. at the store to increase customer acquisition.
5. Showing up at all major events and many other events to help out and to take notes on what worked and what didn't

Newsletter/Website/Social Networking

1. Make sure general & special weekly newsletters sent out on time
2. Revamp newsletter to ensure increased readership (work with outside consultant for special promotions)

3. Update website with new events, “New in the Store” feature, coaches & product tips, products, staffing, etc.
4. Update Facebook, Twitter, Meetup groups and research other areas of the internet to maximize advertising and exposure

Health Fairs/Corporate/Medical/Community Outreach

1. Partner with businesses to join health fairs. Director needs to attend these events
2. Pick health fairs/Corporate Outreach to partner with based on best return on investment
3. Advertise what we do at Health Fairs\Corporate Outreach and hand out coupons and gifts
4. Assist owners on the outreach to the medical community
5. Outreach to fitness centers, multi-sport clubs, personal trainers, nutritionist, and other organizations

The Director of Marketing will also be able to work the sales floor when needed.

Skills/Qualifications

1. Business or marketing-related college degree or equivalent professional qualification
2. Experience in all aspects of developing and maintaining marketing strategies
3. Technical marketing skills
4. Ability to make all major marketing events on weekdays and weekends and make many other marketing events
5. Relevant product and industry knowledge
6. Excellent written and verbal communication skills
7. Organization and planning skills
8. Formal presentation skills
9. Team player
10. Creative and ability to design
11. Self Starter