

## **The Position:** Marketing Specialist at Strafe Outerwear

The Marketing Specialist will be responsible for executing the marketing strategy, including positioning and promotion of Strafe Outerwear products globally, across all channels. This role is responsible for cultivating the soul of the brand and requires a nuanced understanding of branding and design. Our ideal candidate will be a passionate and competent mountain person with a proven ability to manage a high-end, innovation driven brand and work in a competitive team environment.

### **Marketing / Brand**

- Maintain and provide direction for marketing campaigns
- Create and manage our marketing calendar. Be responsible for hitting all key dates and milestones.
- Budgeting. Create and manage our annual marketing budget, providing quarterly updates.
- Manage execution of marketing plan for all channels.
- In collaboration with the creative team, ensure Strafe's brand position is accurately reflected in all printed and digital materials, including [strafeouterwear.com](http://strafeouterwear.com), workbooks, sales sheets, trade show materials, catalogs and advertisements.
- Be key contact for all outside marketing partners, including media,, ambassadors, creative agencies and other vendors.
- Represent Strafe at industry and consumer facing events.
- Push the Strafe brand forward

### **Digital Marketing**

- Manage web content, site layout, navigation, Ecomm, and overall customer experience for [Strafeouterwear.com](http://Strafeouterwear.com)
- Manage eNewsletters, social media, and digital campaign direction and creative
- Analyze reporting for brand websites, email marketing and social media and take action on the findings

### **Qualifications**

- Bachelor's Degree Required
- 1-3 years of experience in a marketing position.
- Demonstrated experience developing strategic market plans.
- Proven ability to negotiate and manage athlete / ambassador relationships.
- Digital marketing experience and social media expertise. Ideally, direct experience with MailChimp, Wordpress, Google Analytics, and social media platforms.
- Ability to manage agency/vendor partners including negotiating and managing fees and directing brand campaigns.
- Proven communications skills – written, oral and live in front of an audience.
- Knowledge of high-end outdoor industry.
- Proficient with MS Office – Word, Excel. Bonus to be proficient in Adobe Creative Suite.
- Knowledge of promotional processes and techniques.
- Some domestic and international travel required.

### **Work Environment:**

Strafe Outerwear is a athlete-driven company. Everything we do revolves around inspiring our customers to enjoy the outdoors. The work environment is relaxed but high-functioning. At home in the mountains, we are located at the base of Aspen Highlands, 7 miles from the Maroon Bells, and in the heart of the Elks. We offer a competitive compensation package and an amazing work/life balance.

**Job Location:** Aspen, CO

**Country:** United States

**Position Type:** Full Time

**Employee May Telecommute:** No

**Job seekers must live within:** No preference

**Required to Relocate:** Yes

**Willing to Travel:** Yes

**Required Experience Required:** 1-3 years

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