

MARKETING COORDINATOR

LOCATION: Livermore, CA

JOB DESCRIPTION

FINIS is seeking a Marketing Coordinator responsible for the brand's digital and retail marketing experience. As a member of the Marketing Team, this individual will report directly to the Marketing Manager, and will work closely with the Sales Team and the global distributor network. He or she will be responsible for delivering impactful marketing collateral and optimizing a consistent brand presence across digital and in-store platforms.

JOB RESPONSIBILITIES

- Plan and execute all digital marketing advertisements and campaigns, including email and social media
- Ensure a unified brand presence on major e-retail accounts
- Manage the marketing collateral and swag budget, working closely with Purchasing
- Work closely with the Sales Team to understand and deliver content/collateral to support new and existing sales initiatives
- Seek new and creative ways to increase brand awareness in retail environments
- Ensure that dealers, distributors, coaches, and end users have the appropriate collateral to understand the entire FINIS product line
- Collaborate with marketing team members in creative brainstorming for all marketing efforts: campaigns, advertisements, promotions, and strategy

SKILLS

- Excellent communication and written skills, maintain openness and respond professionally to customers and other members on #TeamFINIS
- Efficient organizational skills
- Flexibility to shift priorities quickly within a fast-paced work environment
- Capable of working independently and with a team
- Critical eye for visual consistency
- Take smart risks and champion new ideas
- Knowledgeable and passionate about FINIS



7085-E Las Positas Road
Livermore, CA 94551
Telephone: 925.454.0111

REQUIREMENTS

- BA or BS degree required
- 1-2 years of experience in marketing coordinating, digital marketing or related field
- Proficient at Microsoft Office
- Must possess a high understanding of the swimming community, experience as a competitive swimmer preferred
- Must possess excellent verbal and written communication skills
- Understanding of marketing strategies and social media platforms
- Excellent time management, organizational, and multitasking skills
- Be proactive, reliable, responsible, and accurate with an attention to detail
- Outgoing and comfortable in public speaking
- Possess problem-solving and critical-thinking skills
- Familiar with working in a team dynamic and good at collaborating with others
- Resourceful and self-sufficient

HOW TO APPLY

For consideration, please email a combined PDF resume, cover letter and portfolio (attach or included link) to jobs@FINISinc.com.

ABOUT FINIS

In 1993, Olympic Gold Medal Swimmer Pablo Morales and John Mix founded FINIS in Northern California. The Monofin and the center-mount Snorkel were the first products FINIS developed for the US market, and have since continued to focus on creating training tools for swimmers and coaches worldwide. FINIS products are currently available in over 65 countries and are used by US and International Olympic teams, elite triathletes, and fitness swimmers.

Innovative research and design is our highest priority. It's our personal vow to continue to design and engineer the best technical products in the industry.



7085-E Las Positas Road
Livermore, CA 94551
Telephone: 925.454.0111