



Position: Community Marketing Coordinator
Pay: Commensurate with experience
Type: Full time exempt
Location: San Diego, CA

ZOIC created the category of mountain bike clothing over 20 years ago, bringing tech-blended comfort to everyday adventurers. Our designs today are infused with this heritage of innovation and exploration, inspiring people to seek diverse experiences on bikes. We have fostered a passionate community of mountain bikers that we seek to expand through the exposure and influence of social media, traditional media, sponsorships and events. The word ZOIC is Greek for life; ZOIC is clothing for an active life.

Position Overview

Are you an evangelist for the things you love? Do you seek work that fosters and expands your connectedness? Are you a savvy user of social media platforms? Do you thrive on organizing, prioritizing and exceeding expectations? Then you have the traits to be a successful Community Marketing Coordinator, the primary advocate of our brand to consumers, ambassadors, dealers and press. You will be directly responsible for all communications, PR, social media, events and related content creation. You will utilize online tools and personal networking to create relationships and build a dedicated following, growing the ZOIC brand as measured through engagement metrics and ultimately revenue.

Key Responsibilities

1. Marketing Planning
 - Create strategic and tactical plans that guide the company's public-facing communications and activations.
2. Social Media Marketing
 - a. Design, implement, measure and report on engagement of consumers and dealers through the company's digital presence via blogs, Instagram, Facebook, Twitter and other relevant digital tools.
 - b. Conceive, produce and publish blog posts, articles, newsletters and communications materials.
 - c. Create or cultivate, edit and share daily content (images, videos, graphics and text) that builds meaningful connections and encourages interaction.
3. Email Marketing
 - a. Build and maintain segmented subscriber lists.
 - b. Develop and execute subscriber growth initiatives.
 - c. Plan and implement email campaigns to targeted lists.
 - d. Evaluate and report on activity and results through application and Google Analytics.
4. Digital Advertising
 - a. Continually assess endemic & non-endemic channels for paid promotion.
 - b. Plan and activate digital advertising strategies.
 - c. Track, measure and share results of paid placement.
5. Media Relations
 - Build relationships with industry journalists and influencers to create, execute and measure media campaigns, as well as manage incoming media requests.
6. Event Management
 - a. Lead event initiative (often outside of 9-5 hours) and plan meetups for the community.
 - b. Includes proposing a calendar of events, coordinating staffing, promotion and logistics.
7. Analytics
 - a. Assess and report on engagement metrics using Google Analytics, in-app reporting, Excel and other tools.
 - b. Seek continual improvement on those metrics through testing and new initiatives.
8. Market Research
 - Regularly collect and review consumer feedback, industry best practices and market trends to develop actionable marketing insights.

Essential Toolkit

- Laptop
- Phone – office/mobile
- MailChimp, Facebook, Instagram, Twitter, Pinterest, HootSuite, Google Analytics
- Product budget
- Travel budget
- Event calendar

Critical Skills

- Mastery of digital marketing platforms.
- Self-motivated, organized and detail oriented.
- Creative thinker who can identify opportunities, prioritize needs and execute plans.
- Able to communicate plans and expectations clearly.
- Engaging presentation and communication skills.
- Effective forecasting, goal setting, and performance measurement.
- Experience in consumer brand building beneficial.
- Passion for outdoor experiences desired.
- Eager team player who provides support and guidance to co-workers.
- Represent the ZOIC brand and support the company and coworkers with honesty and integrity.
- Flexibility to adjust to changing needs and priorities of a nimble, growing business.
- Computer proficiency with skills in Microsoft Office applications (i.e. Word, Excel, PowerPoint).
- Willingness to travel in the U.S. (up to 10% of time)

ZOIC is an Equal Opportunity Employer