

Marketing and Events Coordinator – Allen, Tx

Who We Are

goba Sports Group is committed to inspiring people to Go Outside and Be Active.

We provide quality outdoor products for Performance, Team, Recreational and Family Yard activities.

Along with our distribution partners, we represent 8 brands in 20 countries including Springfree Trampoline, Athletic Locker, tgoma and our licensed brands Teva, Hoka One One, and Umbro.

We are a dynamic and entrepreneurial group with a fun, empowering and positive attitude. With multiple brands and opportunities around the world you'll never be bored.

Job Summary

Reporting to the Market Manager, the Marketing & Events Coordinator, will manage all processes as it relates to developing and executing the local marketing plans, identifying and managing influencers and partners, local events and Pop-Up locations, providing all administrative and logistical support.

Essential Duties and Responsibilities

- Co-create brand awareness and trial by researching and recommending experiential marketing activities to the Market Manager
- Co-develop the annual marketing plan
- Support the Market Manager in managing the marketing budgets
- Co-research, manage and negotiate local partnerships
- Identify and Manage local influencers and bloggers
- Hire and train event staff
- Coordinate all set up and tear down of shows
- Assist in the follow up on leads from events and Pop-Ups
- Prepare and modify event contracts as requested
- Create and maintain yearly event calendar

Education and Experience

- University or Community College preferred
- Minimum three years' Marketing experience
- Coordinating Events; ideally in a sales capacity
- Must be proficient with the latest versions of Microsoft Word, Excel, PowerPoint, mail merges, email and web searches
- Must have reliable transportation to and from events and be willing to travel as required (expenses will be reimbursed)

Benefits

We offer 16 Paid Time Off days per year and recognize 10 paid Public Holidays. Voluntary Health Care Plan of which we will pay 60% of individual premiums.

Please forward an updated resume to mwinfield@gobasports.com