

Mobile Market Manager – Dallas-Fort-Worth, 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.

This position operates as a mobile business that primarily attends local events, trade shows, festivals and fairs. Work hours vary; day, evening and weekend shifts are required as necessary.

PURPOSE OF POSITION

This person will sell high quality backyard products directly to the consumer using a flexible, mobile business model, to be staffed with knowledgeable people. They will take the brands to the where the customers are located within the Dallas-Fort-Worth region. The Mobile Market Manager will develop the local plans for their territory and execute the plans in order to deliver sales. In the process they will drive brand awareness, create trials and capture leads. The primary brand they will be working with is Springfree Trampoline, part of the goba Sports Group.

SKILLS, KNOWLEDGE AND ABILITIES

The Mobile Market Manager role is multifaceted and will appeal to people with all or some of the following skills and experience:

- Entrepreneurial
- Recruiting and Managing People
- Events Management
- Basic business skills
- Retail Management
- Managing P&L
- Sales
- Marketing

Responsibilities and Duties

This newly created position requires a small business, entrepreneurial attitude. Responsibilities will include all aspects of running a local business including staffing and event planning to prospecting and closing sales. Success in this role is contingent on strong execution of event-driven tactics.

- Identify appropriate event opportunities for generating leads and driving sales, based on a strong understanding of the community and family-centric events in this territory.
- Create and maintain a yearly event calendar. Strategically monitor the plan to ensure sales targets and lead targets are achieved while remaining within budget.

Please forward an updated resume to mwinfield@gobasports.com

- Smoothly execute a calendar of events according to plan.
- Deliver on sales targets through the accumulation of quality leads from event activities.
- Hire, train and manage a small support team ensuring “sales focused” and “customer-focused” attitudes.
- Follow-up on leads from events and Pop-Ups.
- Schedule and perform delivery and installation of Springfree Trampolines.
- Take the initiative and ownership to roll up their sleeves and do what needs to be done.

EDUCATION AND EXPERIENCE

- 4+ years of sales, events, customer service, or small business experience
- Must have a valid driver’s license and be willing to travel within defined territory
- Must be able to do physical labor and able to lift 40 lb. boxes
- Ideally has worked in a small business and/or started their own business