

skratch LABS

Role: Athlete Field Marketer

Commitment: 6-10 Hours per week

Compensation: \$20/hour

Employment Type: Independent Contractor

Location: Remote

Job Description:

The Athlete Field Marketer will seek out, attend, and share Skratch Labs products at 2-3 athletic events per week in your local community. These events could be group rides, ultramarathons, fundraiser runs, soccer tournaments, pilates classes, etc. – anywhere where endurance athletes are gathering and sweating -- and you can be supportive with our products and nutrition guidance.

About Us:

Skratch Labs is an outdoor company on the cutting edge of athlete nutrition, founded by two pro cycling veterans who started mixing performance drink mixes with simple ingredients for the pros in hardware store buckets over 9 years ago. Since then, we've built an amazing following of impassioned athletes and we're growing fast, but we always need help getting the word out! We believe food and drink is just better when made from scratch and we also believe that no matter where we find ourselves in life, it's never too late to start from scratch. We use our heads and our hearts in everything we do. Our goal is to help athletes perform better. Our brand and our team stand for being real, being supportive, and being fun.

About You:

I am a ball of extroverted energy and I can make friends with complete strangers in minutes. I am an endurance athlete through and through and can be found most weekends doing fun runs, group rides, backcountry ski runs, or epic climbs. I am deeply entrenched in the athlete community with a great network of active friends and contacts. I love supporting others through their training, races, or quests for new PRs and I'm known to be a fountain of advice and encouragement. I know Skratch Labs and believe in its mission and products. I can speak intelligently about performance nutrition. I'm also highly organized and I have a brain for planning – envisioning event success, breaking it down into steps, tasks, and roles, being proactive, keeping track of supplies, and following through.

Role Responsibilities:

- Identify 3 events per week in your local athlete community where 15-50 athletes are gathering; connect with the event organizer and gain approval to support the event
- Attend events, facilitating positive consumer interactions by supporting fellow athletes with Skratch Labs products and nutrition guidance
- Share Skratch Labs products, stickers, coupons, and collect email addresses
- Manage sampling supplies, including cooler, products, ice, stickers, etc.
- Gather consumer feedback and share back with Skratch Labs HQ
- Attend a 3-day real-world training at a large-scale Field Marketing Event with Skratch (i.e. Sea Otter, The Rut, etc.). Travel and expenses paid for by Skratch Labs.
- Out help and out fun everyone.

Role Requirements:

- 1-3 years experience attending endurance athletic events
- Strong understanding of athlete nutrition and athlete nutrition products
- Passion for creating memorable consumer interactions
- Highly organized with the ability to manage logistics
- Ability to work autonomously and resourcefully; able to think on the fly and create solutions with what's at hand
- Be physically able to lift and move up to 50 pounds. Position requires movement of product cases, booth supplies, etc.
- Reliable transportation, valid driver's license, ability to drive to events within range of home
- Average of 40-50 Hours per Month

Application Instructions:

If this describes and inspires you, please complete a [10-minute survey](#) and send your resume and a short description about an awesome recent athletic event you attended to peter.v@skratchlabs.com. Please put "Athlete Field Marketer" in the subject line.