



# Spin Ultimate

Atlanta, GA

## Marketing & Merchandising Manager

### Company Description

Founded in 2007, Spin Ultimate is one of the largest Ultimate Frisbee apparel companies in the United States and the world. Spin provides high quality, affordable uniforms and gear for Ultimate teams, players, and fans. Spin is an official merchandise partner of USA Ultimate and is the official merchandiser for key national championship events including the National College Championships, National Beach Championships, and the Youth Club Championships.

In 2020, we created Spin Gaming, a new sister brand focused on eSports, with the idea of bringing our experience, high quality gear, and design expertise to the world of eSports.

Spin strives to give back to the Ultimate community with a particular focus on Youth development and Gender Equity:

- Through our sponsorship of USA Ultimate's Girls Ultimate Movement, Spin donates thousands of dollars each year to support GUM programming and provides free uniforms to new Girls High School teams through the USAU Girls Team Start Up Project.
- Spin is a presenting sponsor and provides significant financial support to the Premier Ultimate League.
- Spin is a member of the Fair Labor Association, an organization made up of universities, civic organizations, and socially responsible companies who work together to protect workers' rights around the world by ensuring that our factories and other suppliers meet strict labor standards.

For more information, visit [SpinUltimate.com](https://SpinUltimate.com) and [SpinGaming.gg](https://SpinGaming.gg).



## **Position Overview**

We are seeking an energetic, organized, detail-oriented and personable person to join our team in Atlanta. The individual must be an exceptionally motivated team player who can prioritize and manage multiple projects with tight deadlines and competing priorities.

This is a full-time position that requires a physical presence in Spin's Atlanta office and the ability to travel independently within the US.

## **Specific Responsibilities**

### *Marketing and Social Media*

- Plan and execute Spin's marketing and social media campaigns through newsletters, Twitter, Instagram, Facebook, etc.
- Work with Spin's creative team to conceptualize engaging and effective visuals for marketing communications and Spin's websites.
- Conceptualize and execute special promotions to drive online sales of Spin gear, team uniform orders, and new product offerings.
- Analyze and present key social media metrics to identify opportunities for improvement.
- Research market trends and implement best practices to optimize marketing campaigns.

### *Online Store and Web Site Operations*

- Create new products, visuals, product descriptions, promotional codes, etc. to drive online sales.
- Manage all aspects of custom Team Stores, including creating stores, processing orders, providing customer service, and coordinating with Spin's Sales and Production teams.
- Fulfill orders from Spin's online stores and provide top notch customer service.
- Analyze key metrics to understand past performance and to identify areas for growth.

### *Product Merchandising*

- Analyze market and sales trends to identify new opportunities for growth.
- Plan inventory to maintain proper stock levels for Spin apparel and gear.
- Collaborate with Spin designers to create custom, eye-catching designs for Spin merchandise.



### *Event Merchandising*

- Plan and execute Spin's tournament merchandising program.
- Travel to tournaments (3-4 times per year) and manage Spin's tournament merchandising experience and event staff in a fun, but fast-paced and professional retail environment.
- Devise innovative ways to showcase Spin gear and drive tournament sales.
- Create engaging social media content that ties into Spin's event merchandising.
- Collaborate with Spin designers to create eye-catching event merchandise.
- Assemble merchandise plans to optimize sales and profitability.
- Coordinate with Spin's Production team to ensure timely delivery of custom gear to be sold at events.
- Communicate with tournament directors to ensure smooth implementation of tournament plans.
- Negotiate event merchandise contracts and build positive and professional relationships with tournament directors, local organizations, and teams.
- Create post-event reports and analyses and make recommendations for future opportunities.

### **Qualifications**

- 2-4 years of related or transferable work experience.
- Creative writer who lives and breathes social media.
- Proficiency with Microsoft Office (Word, Excel) is a must.
- Experience with Adobe Photoshop and Illustrator, Dropbox, and Google Docs is preferred, but not required.
- Excellent communication skills, both oral and written.

### **The Ideal Candidate**

- Has incredible attention to detail.
- Is a problem solver and has an ability to "figure things out" when necessary.
- Is eager to learn new concepts and put them to use in a fast-paced environment.
- Manages work with varying deadlines and minimal supervision.
- Has a positive and creative attitude and optimistic outlook.
- Takes initiative; is a proven self-manager as well as a team player.
- Is fun loving and has an interest in engaging with players through games and social media.



- Likes to travel and is available to attend weekend events across the U.S.
- Will represent Spin in a professional and friendly manner at all times.
- Experience in a retail environment, managing social media, and/or managing e-commerce is preferred, but not required.

**Education**

Bachelor's (Preferred)

**Salary and Benefits**

- \$40,000 to \$50,000 annual salary, depending on experience
- Company profit sharing
- Health Care benefits
- Retirement plan with company match
- 3 weeks paid vacation + company holidays
- Casual work environment with flexible work schedule

Want to join our team? Interested candidates should send a cover letter and resume to Spin at [Jobs@SpinUltimate.com](mailto:Jobs@SpinUltimate.com). Qualified candidates will be contacted for an interview.