

# Gazelle Sports

We inspire movement through exceptional experiences.

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**Job Title:** Brand Content Marketer

**Department:** Admin- Marketing

**Reports to:** CMO

**Location:** Grand Rapids- Distribution Center

**Status:** Full Time- Salary

**Estimated Start Date:** April 15, 2024

**Position Vision:** The Brand Content Marketer is responsible for developing and executing on brand message marketing content. This person will manage the brand content calendar, and is responsible for curating a best brand forward presentation to grow Gazelle Sports brand awareness and affinity. The ideal candidate is passionate about running and run culture, and a fan of Gazelle Sports.

## Position Expectations:

- Develop and manage brand message marketing content calendar that integrates product promotion and highlights with Gazelle Sports storytelling
- Create and deploy She Runs Grand Rapids content strategy including emails, social media, and web content
- Develop and deploy web blog and email content strategy
- Develop and deploy web landing page and collection content in collaboration with Ecomm Manager and Graphic Designer
- Develop and implement brand awareness KPI goals and regularly communicate brand awareness growth
- Develop and implement brand and team storytelling aligned with key cultural and running community moments (eg: Run with Pride, Marathon Season Celebrations, etc...)
- Write and/or coordinate all long-form content needs for brand communications
- Develop internal brand materials- including visual and written content
- Copy edit all marketing materials created to ensure maintenance of brand voice and tone
- Local content coordination and capture in collaboration with Graphic Designer and Retail Marketing Coordinator
- Maintain brand level community and influencer relationships

## Position Requirements:

- Strong marketing writing skills
- Proficient in graphic design tools- Adobe suite, Canva

- Well organized and strong attention to detail
- Demonstrated proficiency in marketing/brand copywriting
- Strong collaboration skills
- Willingness to engage in and support Gazelle Sports company-wide initiatives
- Deep understanding of run culture and community

**Preferred Skills and Experience:**

- 3+ years experience in brand marketing
- Highly engaged in the running community/industry with a deep understanding of Gazelle Sports core values
- Experience in specialty retail marketing
- Management experience preferred

**Other Requirements:**

- High engagement with all store teams, retail locations, and overall Gazelle Sports culture
- Travel to all store locations required
- This position is eligible for some hybrid work, requiring a minimum of 80% (4 working days) in office, or in a retail store location
- Some evenings and weekends required
- Attend store team huddles on a regular basis