



## ULLMAN SAILS

### Marketing Coordinator Job Description

<b>Location:</b>	Newport Beach, California	<b>Contact Email:</b>	ullmanintl@ullmansails.com
<b>Hours:</b>	Fulltime	<b>Contact Phone:</b>	949.645.3115
<b>Travel:</b>	Some domestic and international (less than 3 weeks per year)	<b>Contact Person:</b>	Kelly Buchan
<b>Reports To:</b>	Regional CEOs		

Ullman Sails is seeking a creative and energetic candidate to drive brand development and marketing for one of the world's largest sailmaking groups.

#### **Overview**

Ullman Sails International (USI) is an international licensing company for sail providers that oversees brand standardization, brand management and marketing for the Ullman Sails group. The Marketing Coordinator is responsible for supporting and coordinating the local marketing efforts of all Ullman Sails locations; and build brand awareness across multiple platforms in key global markets.

The Marketing Coordinator works directly with the Regional CEOs, Head of Design, Head of Technical Development, and all international locations in an extremely streamlined role with tremendous access.

#### **Responsibilities**

- Actively participate in the development of marketing tools and resources for Ullman Sails locations
- Execute and optimize existing USI-led marketing strategies, including:
  - o Digital and print advertising
  - o Website and newsletter content
  - o Seminars and presentations
  - o Boat Shows
- Manage the Ullman Sails digital presence, including corporate website, social media, internal resource site, location websites, and digital advertising
- Generate all written marketing content, including articles, press releases, internal and external newsletters
- Implement communication strategies for major internal and public announcements
- Participate in the development of an annual marketing budget
- Promote, monitor and enforce Ullman Sails brand standards and messaging of all affiliates worldwide

#### **Required Skills & Competencies**

- Bachelors degree in business, economics, writing or similar with an in-depth understanding of marketing and branding principles
- Strong writing skills
- Strong communication skills, including listening, speaking and the ability to interact with multiple nationalities
- Proficient in Microsoft Office
- Proficient with social media platforms, including Facebook, Instagram, Flickr, and YouTube/Vimeo

#### **Desired Skills & Experience**

- WordPress or basic coding experience (PHP or HTML preferred)
- Adobe Creative Suite - Photoshop, InDesign, Illustrator, Acrobat and InDesign
- MailChimp
- Google Analytics
- Sailing background or experience preferred