



Yonex Canada

Job Description

DEPARTMENT: Promotions Coordinator – Player Relations – Tennis/Badminton
SUPERVISED BY: Sales & Marketing Manager
SUPERVISE: Player Service (Contractors)
LOCATION: Calgary, Alberta

SUMMARY OF POSITION (1 OR 2 SENTENCES):

The primary focus for this role is to assist the Sales & Marketing Manager & provide support to customers & sales team in a fast moving & highly changeable organisation. Arrange and process contracts for Tennis and Badminton Advisory Staff.

The ideal Marketing Executive:

Technical Skills:

- Marketing or other job-related degree
- Knowledge, aptitude and proven experience with Digital Marketing & Social media
- 2 years' experience in a similar role
- Interest in & knowledge of badminton and tennis
- Solid computer skills with knowledge of Microsoft Office programmes
- Full Canadian drivers license

Interpersonal Skills:

- Able to react to customer & business needs in order achieve a mutually beneficial result
- On occasion deal with & manage conflicting priorities
- Excellent organisational, time management & planning skills
- Good communication skills; excellent command of the English language
- Ability to work using own initiative, as part of a team & closely with outside agencies
- Adaptable, flexible & creative
- Desire to learn and excel

Duties & responsibilities of the position include the following:

- Develop & coordinate all marketing & promotional activities
- Manage and recruit sponsored players and coaches to Yonex Advisory Staff
- Administer budgets for sponsored coaches & athletes
- Assist Marketing Manager in writing reports & analysing data
- Assist with organisation of all aspects of outside events & trade shows, planning set-up & execution
- Assist & implement advertising programs; work with design agencies on advert campaigns
- Assist with design & development of marketing materials, e.g. brochures, POS
- Create & manage mailshots & newsletters
- Support sales & marketing presentations
- Develop & integrate marketing activities with customers, e.g. logo usage, web templates etc.
- Assist in press & media scheduling & creation of press releases, liaising with media contacts
- Monitor production of marketing materials to ensure consistency & appropriateness
- Manage day to day operation of all social media activity
- Investigate & recommend new marketing initiatives & solutions
- Assist & carry out market research
- Carry out any other duties as required by the company as required

(May require over-night stays and flexibility on working hours)