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ALPHA WIN MARKETING MANAGER

Alpha Win (rebranded from HITS Endurance) began producing challenging multi-sport experiences in 2011 with the debut of HITS Triathlon Series. Alpha Win now offers more than 14 multisport events each year.

Alpha Win is seeking a full-time Marketing Manager to join our Saugerties, NY based team! Our ideal candidate is organized, dedicated, tenacious, and professional. A passion for endurance sports and the outdoors is a must!

The Alpha Win Marketing Manager will lead in development and execution of current and new marketing strategies across all media platforms.

The candidate will have outstanding attention to detail, excellent organization skills, the ability to multi-task, a passion for the PR and Marketing industries, and fluency in social media platforms. We are looking for someone who is a creative, aggressive go-getter who is looking to join a positive, hardworking team.

Responsibilities include but are not limited to:

- Assists in maintaining brand's reputation and exposure through strategic campaign planning and implementation
- Assists in writing and distributing press releases, advertising (digital and print), media alerts and press kit materials
- Works with an extended team on Publications, Marketing initiatives and social media
- Maintains photo libraries and press kit materials
- Creates and manages multiple media databases
- Volunteer coordination
- Customer contact and service
- Communicating with vendors
- Maintaining registration software
- Traveling to events around the country on a regular basis

Qualifications:

- 2 or 4 year college degree
- Experience in the triathlon and running industries
- Progressive customer service experience
- Strong written and verbal communication skills
- Computer proficiency including typing and data entry skills, competence with Microsoft Office suite, efficient internet searching skills, social media and ability to quickly learn new applications
- Ability to multi-task in a fast-paced environment

- Excellent organizational skills, with attention to detail and problem solving
- Friendly, outgoing and professional demeanor
- Ability to travel

Housing available during the transition to our Saugerties, NY headquarters.