



Job: Communication Coordinator

Company: Track Shack Events

Location: Orlando, FL

Date: Immediately

We are in the business of helping people reach their health and wellness goals through running and walking. Track Shack Events is, a locally owned, event marketing company that produces 16 unique road races throughout Central Florida. It is the sister company to Track Shack, a specialty running retailer. The Communication Coordinator is the front line of Track Shack's communication efforts. This role is responsible for promoting the events, sponsors, the retail store Track Shack, training programs and the Track Shack Youth Foundation to the running and walking community through social media platforms, writing blogs and proofing email campaigns. We're looking for an organized person, who's passionate about fitness and the opportunity to inspire others through our endurance programs.

Key Responsibilities:

- Reports to the Director of Marketing and Business Development.
- Ask effective questions and develop rapport/trust with runner/walkers to tell relatable stories.
- Create strategic communications plans (from research through measurement/evaluation) and content strategies to meet objectives.
- Storyboarding to effectively and appropriately use story assets (text, images, audio, video).
- Oversees Track Shack's digital accounts: Facebook, Instagram, Twitter, LinkedIn, YouTube, Yelp, TikTok, Google Merchant.
- Oversees the communications calendar and implements social media campaigns including organizing assets, selecting assets and writing captions for social posts.
- Monitors and responds daily on posts, comments and messages for social media accounts.
- Attends events to develop content and execute timely posts.
- Track analytics of social media campaigns. Reports on analytics to the Marketing team, to find trends and continually develop the overall social strategy.
- Plans and implements all Facebook and /or Instagram Live events.
- Create written pieces (blogs) that are brand-appropriate with key messaging and impactful storytelling that informs, entertains, and motivates.
- Spotlight corporate partners.
- Creating email campaigns
- Proofreading email campaigns and website.

Qualifications and Skills:

- Bachelor's Degree, preferably in communications, advertising, or marketing.
- Graphic design and video experience to bridge the gap between concepts and execution.
- 2+ years of digital marketing experience in a B2C environment.
- Highly motivated, goal-oriented, creative, self-starter.



- Enjoys prioritization and time management through organizational skills, including the ability to handle multiple projects effectively.
- Flexibility and ability to quickly adapt to changes and new technologies.
- Excellent interpersonal and written communication skills.
- An energetic and outgoing attitude, with an analytical approach on the best ways to grow our brand.
- A desire to be in a small business environment and be a team player who can also work independently.

Benefits:

- Medical Insurance coverage
- Flexible Hours
- Discount on Running Apparel

Please provide resume, cover letter and references to sarah@trackshack.com.