



NOW HIRING

MARKETING DIRECTOR

UPPER LIMITS ROCK GYM AND PRO SHOP

MARYLAND HEIGHTS

1874 Lackland Hill Pkwy
St. Louis, MO 63146
314-241-7625

Upper Limits is looking for a friendly, professional individual who is passionate about using their skills in marketing to make climbing more accessible to the St. Louis community. The Marketing Director is responsible for marketing, graphic design, public relations, sales activities, supervision of designated staff, business planning, budgeting, and program and customer relations. A passion for climbing is strongly preferred!

RESPONSIBILITIES:

- Work with management on program development and customer procurement
- Design and produce marketing materials for uses including, but not limited to: social media, advertising campaigns, email marketing, handouts for promotional events, in-store signage and apparel design
- Communicate with advertising vendors about ongoing campaigns
- Monitor all social media channels, online business listings, and review sites
- Update and maintain company website
- Attend and represent Upper Limits at promotional events
- Engage staff in marketing promotions and company goals
- Collaborate with management on the company's goals for growth, program development and improvement

DESIRED QUALIFICATIONS AND WORK STYLE

- Bachelor's Degree in Marketing, Communication Design, or related field
- Job experience in marketing or promotion
- Wordpress or web development experience strongly preferred
- Proficiency with the Adobe Creative Suite
- Familiarity with Google, social media and other digital advertising
- Digital photography, videography and editing skills a plus
- Familiar with email marketing providers, specifically Mailchimp
- Excellent communication and decision-making skills
- General knowledge of rock climbing and the climbing community
- Flexibility, adaptability and willingness to learn

BENEFITS INCLUDE

- All access membership to Upper Limits
- Discounts on gear
- Bonus and profit-sharing potential
- Simple IRA with matching
- Full medical coverage available

To submit an application for this position, send your resume with cover letter to chris@upperlimits.com.