



JOB DESCRIPTION

Job Title: Marketing & Events Coordinator for BPI Outdoors
Department: Marketing
Reports To: Marketing Manager
FLSA Status: Exempt
Location: Lawrenceville, GA

Position Summary: The role of the Marketing & Events Coordinator is essential in orchestrating, managing, and executing marketing events, trade shows, promotional endeavors, and sponsorship initiatives. A keen eye for detail, superior organizational skill, and effective communication are essential attributes for this role. The Marketing & Events Coordinator will seamlessly collaborate with internal teams, vendors, exhibitors, and media stakeholders to ensure marketing initiatives and events amplify the brand and its offerings.

Essential Duties and Responsibilities:

Event Coordination:

- Spearhead the coordination and management of marketing events and trade shows catering to both consumer and industry audiences. This entails the complete spectrum of conceptualization, planning, and execution.
- Ensure timely submission of payments and effective booth space selection at tradeshow.
- Communicate with vendors, exhibitors, BPI staff, and attendees throughout the event lifecycle, spanning initial ideation to post-event assessments.
- Oversee all event logistics such as travel, personnel, catering, apparel, vendors, and partnerships, etc.
- Collaborate with graphic designer to create event signage and materials that showcases the brand's visual identity and messaging.
- Supervise event setup, breakdown, and post-event follow-up procedures.
- Maintain the events budget to enhance cost-effectiveness.
- Attend events to cultivate valuable industry contacts, foster networking opportunities, and address any challenges that may arise.
- Get products ready for presentation/display at tradeshow events and ensure products are set up and prepared for shooting at consumer events.

Giveaways/Sweepstakes:

- Plan and execute promotional campaigns via giveaways and sweepstakes to advertise the brands and create interest in the purchase of a product.

- Collaborate with the Creative & Digital Lead to create engaging landing pages, digital advertisements, social media content, e-newsletters, graphics, and photography for promotional initiatives.
- Maintain the giveaway/sweepstake budget and present cost estimates for campaign planning.
- Monitor and evaluate promotion outcomes, determining the ROI and cost-effectiveness of promotional campaigns.
- Choose brands within the industry to take part in BPI brands' giveaways and effectively communicate plans and expectations to vendor partners.
- Proactively identify chances for BPI brands to engage in giveaways organized by other industry brands.

Donation/Sponsorship Requests:

- Curate promotional items and tiers of sponsorship packages.
- Assess donation requests, ensuring alignment with the brand's goals and strategic objectives.
- Initiate the fulfillment of media donation orders to approved requests.
- Communicate in a timely manner with individuals whose sponsorship requests have been declined.

Media Service:

- Manage the web-based media order request system and fulfill product orders for trade shows, consumer events, conferences, demos, sponsored TV shows, pro staff, test & evaluations (T&E), Team Bergara members, writers, giveaways, and donations, etc.
- When necessary, prepare firearms for shipment including attaching rails, configuring scopes, sighting-in firearm at range, and inspecting firearms for visual imperfections.
- When necessary, prepare and facilitate the media orders for accuracy testing procedures.
- Process orders and payment for BPI's Industry Pro Deal Program for sponsored TV shows, pro staff, team shooters, writers, and other media personnel.

Marketing Opportunities:

- Provide administrative support to the marketing team as needed.

Required Skills and Qualifications:

- Demonstrated experience in event planning or coordination
- Exceptional organizational, communication, and multitasking abilities
- Capacity to remain composed in high-pressure situations while upholding a customer-service orientation
- Proficiency in budget management and expense tracking
- Advanced proficiency in Microsoft Suite (Knowledge of Adobe Suite is a plus)
- Prior knowledge of firearms is preferred

Competencies: To perform the job successfully, an individual should demonstrate the following:

Detail Oriented – Displays a high level of initiative as a self-starter, proven proactive thinker with superb organizational skills. Strong ability to multi-task with results-oriented mindset.

Cooperation - Displays positive outlook and pleasant manner. Establishes and maintains effective relations. Exhibits tact and consideration. Offers assistance and support to co-workers. Works actively to resolve conflicts. Works cooperatively in group situations.

Dependability - Commits to doing the best job possible. Follows instruction. Keeps commitments. Meets attendance and punctuality guidelines. Responds to requests for service and assistance. Takes responsibility for own actions.

Quality - Applies feedback to improve performance. Demonstrates accuracy and thoroughness. Displays commitment to excellence. Looks for ways to improve and promote quality. Monitors own work to ensure quality.

Quantity - Achieves established goals. Completes work in timely manner. Meets productivity standards. Strives to increase productivity.

Safety & Security - Determines appropriate action beyond guidelines. Observes safety and security procedures. Reports potentially unsafe conditions. Uses equipment and materials properly.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education:

Bachelor’s degree in Marketing or related field.
Experience managing a company’s events strategy and execution.

Software:

High level of proficiency in Microsoft Office Suite applications including Word, Excel, Outlook.
Proficiency in Adobe programs including Adobe Illustrator, Photoshop, and InDesign.
Basic understanding of WordPress and Klaviyo is a plus.
Basic understanding of Google Analytics.

Language Ability:

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.

Math Ability:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable

individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

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If interested, please submit a resume to Tricia Kinnard at Tricia@BPIguns.com