



5335 WESTERN AVENUE • KNOXVILLE, TN 37921
WWW.ONSIGHTROCKGYM.COM

Marketing/Program Manager

Onsight Rock Gym is looking for an awesome, dependable, self-motivated, outgoing, and positive individual who shares our love and passion for rock climbing to lead the marketing, youth + adult programming, and event planning duties Knoxville's newest indoor rock climbing gym. It is our desire to develop and retain loyal and professional staff members who love what they do.

If you are psyched to join our team, please send a **cover letter, resume, and references** to:
jobs@onsighrockgym.com

Type of Position: Full Time Salaried Position

Your Roles: *(Include but are not limited to)*

- Manage and organize all youth and adult programs, competitions, and events
- Manage and organize all aspects of the Interscholastic Climbing League Program
- Identify areas for growth and improvement within program development
- Social media management, monitoring, and response
- Develop social media marketing campaigns/promotions
- Optimize brand exposure to the community and climbing industry.
- Manage and coordinate all marketing, advertising, and promotional events and activities
- Help maintain company website and all web-related needs using Squarespace
- Create email marketing campaigns using MailChimp and maintain contact lists
- Design print materials including posters, handouts, brochures, banners, branded items and apparel
- Design digital media for web and social applications
- Develop and execute clear and compelling marketing plans that will drive sales growth and positive brand attributes.
- Assist in the development and management of a marketing budget
- Coordinate advertising planning and negotiate contracts
- Attend, submit and represent Onsight Rock Gym at functions, organizations, and community outreach events
- Oversee all media and community relationships
- Manage all event sponsorship needs
- Coordinate all photography and videography
- Manage the facility as shift supervisor when the operations and facility managers are off duty
- Ability to perform all general staffing needs and responsibilities
- Monitor, analyze, and continually improve the customer experience
- Maintain facility cleanliness, organization, and culture

Education/Skills

- Bachelor's degree in Marketing, Communications, Graphic Design, or related degree
- Proficient in all social media platforms, Facebook, Instagram, Twitter, Vimeo, Youtube, Snapchat, etc
- Able to work on a variety of software programs – Word, PowerPoint, Excel, Adobe Photoshop
- Strong grammar and communications skills
- Strong organizational skills and ability to coordinate events
- Strong writing, proofreading, and editing skills
- Knowledge of Graphic Design
- Able to upload and edit photos to website and social media platforms
- Design and manage brochure/flyer lay-outs
- Ability to quickly learn and use Squarespace for website management

- Strong organizational skills, self-motivation, and initiative to accept responsibility, work independently, prioritize workload effectively, meet deadlines and manage multiple tasks simultaneously while following through individual tasks to completion
- Conflict resolution, including handling customer complaints
- CPR and First Aid certification - *preferred*

Experience

- Outdoor recreation/climbing experience and knowledge preferred
- Prior work experience of at least 1 year (preferably in Marketing)

Character

- Innovative, creative, and forward thinking
- Excellent communication, customer service, and interpersonal skills
- Ability to have a non-defensive, lead by example attitude
- Self motivated, driven, detail oriented, and ability to work independently
- Dependable and trustworthy
- Strong work ethic and superior efficiency

Availability

- Flexibility in schedule, including ability to work nights, weekends, some holidays, and before/after hours as needed.

Compensation:

Pay to be determined based on experience, skills, and credentials

The Perks:

- Full time position with annual salary based on experience
- Paid vacation
- Free climbing gym membership
- Gear discounts
- Awesome co-workers who understand and support your passion for rock climbing