

Description

As a team member at Fitness Anywhere, Inc. (FAI) you will enjoy our work hard/play hard environment. You'll have access to our on-site training facility and a competitive compensation and benefits package. We were recently recognized by San Francisco Business Times as the Bay Area's fifth fastest growing private company and—for the second consecutive year—by Outside Magazine as one of its *Top 30 Best Places to Work in 2009 and 2010*. Our mission is to democratize world-class fitness. As we pursue this goal we are changing the way the world trains. The exercise modalities and programs that we create are revolutionizing the training routines of: world-class athletes; servicemen and women in every branch of the military; top health clubs and sports training facilities; and fitness enthusiasts of every age and ability. We are transforming the way that people think about exercise equipment and physical fitness across the country and around the world. Join our team now, as we continue our rapid growth in building the premier brand in sports and fitness training.

TITLE: CHANNEL MARKETING MANAGER

DEPARTMENT: MARKETING

REPORTING TO: DIRECTOR OF MARKETING

GENERAL SUMMARY

The Channel Marketing Manager will jump in head first to tackle strategic partnerships, event management, promotions, advertising, social media, and direct mail for a high profile and crucial segment of the Fitness Anywhere customer base – the military. This position will report to the Director of Marketing and work closely with the Director of Government Programs.

KEY ROLES & RESPONSIBILITIES

- Create the channel marketing strategy for the military and government segments.
- Support the sales team to drive execution of marketing campaign materials, including sales, tradeshow, press, events and more.
- Brainstorm and bring to life new ideas to move the TRX Force brand and products forward.
- Define and develop channel specific promotions (online, tradeshow, partner, market specific).
- Partner with the creative and web teams to develop effective marketing campaigns (messaging, banners, etc) to be leveraged across all channels.
- Market the products via events, advertising, promotions, packaging, merchandising, interactive and direct marketing.
- Measure return on investment (ROI) on all efforts.
- Define direct mail campaigns that achieve customer acquisition and retention objectives.
- Develop and manage an asset calendar to meet all Marketing and PR milestones and drive the development of key assets (videos, photos, online content, etc.).
- Create a marketing, communication and performance plan for all strategic partnerships.
- Manage the daily deliverables and marketing support based on partnerships.

SKILLS REQUIRED

- **Broad Marketing Knowledge:** Experience in strategy and execution of marketing campaigns from collateral, PR, events, tradeshow, brand marketing, online campaigns, partnerships, and more.
- **Written and Verbal Communication Skills:** Ability to present ideas effectively to target customers as well as FAI management.
- **Strong drive and initiative:** Fitness Anywhere is a fast paced environment and you will be expected to jump into this role with little hand-holding.
- **Project Management expertise:** Talent for delivering marketing projects on time and within budget.
- **Cross-functional Collaboration:** Ability to build effective partnerships and work collaboratively with broad and diverse groups; strong networking skills; ability to anticipate, mitigate and resolve conflicts.
- **Analytical skills:** Aptitude for measuring ROI for all marketing campaigns.
- **Industry Knowledge:** Some prior experience marketing consumer products to the military or government is a plus.

QUALIFICATIONS

- 5+ years marketing experience within a marketing agency or consumer products company. Experience marketing to the military preferred.
- Minimum education: Bachelor's degree.
- Excellent interpersonal skills and affinity for fast moving, dynamic work environment.
- Passion for fitness and sports training.

JOB POSTING

Fitness Anywhere offers competitive salaries, full health benefits and anytime access to the TRX Training Center. Please email your resume and cover letter, including salary requirements to: careers@fitnessanywhere.com with Channel Marketing Manager in the subject line. No phone calls please.