

## **Media and Marketing Coordinator**

**Job Description:** The Media and Marketing Coordinator position will oversee the direction and promotion of all social media accounts underneath the Paragon Training umbrella of events and services. It is the responsibility of this team member to promote and increase exposure of the Paragon Training brand, events, products, services to the community, and the accomplishments of their athletes. This individual should have a passion for endurance sports and enjoy being involved and engaged in the community of athletes that make up Paragon Training. This position will take the lead role in developing and tracking metrics to assess performance and growth as well as designing content and material to publish. While starting as a part-time position, this role has the potential to grow into a full-time position, and an eager candidate will also have the opportunity to take on additional responsibilities if they are motivated to do so.

**Location:** San Antonio/New Braunfels area

**Hours:** Part time, 10-20 hours/week with occasional weekends at events

**Pay:** Commensurate with experience.

### **Duties**

- 1. Social Media**
  - a. Manage and publish to all social media accounts and platforms
  - b. Respond to posts and inquiries on Paragon Training social media accounts
  - c. Devise new marketing strategies to increase exposure and recruitment to Paragon Training programs
  - d. Create all marketing materials needed
  - e. Develop metrics to track growth, engagement, and sales
- 2. Digital Marketing**
  - a. Design and publish email marketing material based around upcoming events and programs
  - b. Monthly Athlete Spotlight
- 3. Website**
  - a. Increase SEO traffic to website
  - b. Create and source content for website blog
- 4. Newsletter**
  - a. Create and publish the monthly newsletter
  - b. Keep a record of athlete results to be published regularly
  - c. Regularly update the email and birthday databases to make sure all athletes are included.
- 5. Pictures and Photography**
  - a. Source photos from team members from Facebook, Discord, Instagram, and other sources.
  - b. Keep all team and company photos organized
  - c. Capture images of Paragon athletes by attending races and training events
- 6. Sponsorship Coordination**
  - a. Maintain and engage the relationships with current sponsors
  - b. Promote team sponsors through social media and other marketing channels
  - c. Seek out new partnerships and sponsorship opportunities and negotiate for benefits on behalf of Team Paragon
  - d. Educate Team Paragon members and organize educational events to help them utilize our sponsor benefits.
- 7. Other**
  - a. Be willing and able to assist with other projects as needed

### **Required Skills**

1. Minimum 1-2 years of experience in digital media and marketing and/or currently enrolled in a degree program in this field
2. Knowledge of and experience with Canva (or other design platform), Facebook business manager, Instagram, Google Sheets
3. A passion for endurance sports and strong work ethic

### **Application Process**

Please apply online at [www.ParagonTraining.org/job-opportunities](http://www.ParagonTraining.org/job-opportunities)

For questions, please email [info@paragontraining.org](mailto:info@paragontraining.org)