



Marketing Director

Position Summary

Richardson Sports is an Oregon based headwear and sports product company and we're looking for a skilled individual to lead and coordinate our marketing efforts. The ideal candidate will have extensive marketing experience and a comprehensive knowledge of branding. The Marketing Director's main objective is to promote our products and identify what consumers want so we can create more. He/she will build on our brands popularity and 50 year history in the sports product industry and help position the company for continued growth. This position will work closely with the design team to develop and manage the sales & marketing tools of the company and ensure all marketing programs are deployed effectively and cost efficiently. The Marketing Director will play an active role in our product development team and oversee the design, development, and positioning of our products.

Responsibilities and Duties

- Oversee and grow the marketing dept to identify opportunities for revenue growth and capitalize on the strong demand for our products.
- Develop and execute marketing plans by product category and/or sales channel that build brand strength and overall awareness in our target markets.
- Develop product strategies and road maps.
- Research and report on external opportunities and obstacles to market share growth.
- Develop effective brand and product positioning across multiple markets.
- Lead the development of sales and marketing plans that focus on growing audiences for our products and services.
- Partner with our design team to improve our website interface and produce engaging content and web tools for our customers.
- Oversee all digital and printed marketing materials.
- Create and manage social media campaigns and accounts.
- Schedule and help coordinate our involvement in community activities and events.
- Manage all sponsorship programs and partnerships with outside organizations.

Skills and Qualifications:

- Bachelor's degree in marketing, advertising, or communications
- Successful track record in senior marketing roles and creating marketing campaigns. Experience in the sports product industry preferred.
- Hands-on project manager who is organized, proficient and detail oriented with the ability to follow through to completion.
- Good design sense and working knowledge of computer design tools.

- Experience with product design and development.
- Experience with digital and print marketing, content marketing, and social media marketing
- Excellent leadership, communication, and decision-making skills.
- Must be willing to relocate to our Eugene, Oregon headquarters.

This management position reports to the President and CEO and offers an attractive compensation package with full benefits, 401K program and a wonderful work environment.