



Digital Marketing and Community Specialist

Job Description:

Ready to become an integral part of one the best running stores in Atlanta? West Stride is currently looking for a key hire to fill the role of Digital Marketing and Community Specialist. This candidate will focus on all aspects of digital marketing including digital advertising, social media, website and email marketing, as well as being involved in traditional marketing with an emphasis on event planning and community relationships. This position will report to the marketing manager.

Locally owned and operated, West Stride is a specialty retail store that strives to inspire Atlantans to “hit their stride” and our community to have fun on the move! We provide outstanding service in the fitting of running and walking shoes, as well as accessories and apparel for the active lifestyle. Named a top 4 running store the country, West Stride is operated on a set of core values created by staff. These values are:

- All are welcome.
- People before products.
- Commitment to community.
- Stride for fun. Stride for life.

West Stride offers a flexible work schedule, benefits including 401k, as well as perks such as complimentary running gear, race entries, ongoing education, bonuses, staff outings and future career growth.

Qualifications: A successful candidate will demonstrate the following:

- Experience in digital marketing and the evolving trends of the industry
- Passion and creativity for social media and email marketing
- Understanding of the benefits and techniques of digital advertising
- Excellent verbal and written communication skills
- Experience in event planning
- Ability to multi-task
- Detail-oriented with strong organization skills
- Ability to work in a team environment
- Bachelor’s degree in marketing, communications or a related field is required
- 2-3 years of previous traditional and digital marketing experience is preferred
- Enthusiasm for the running space and active lifestyle

Responsibilities: This position will have responsibilities within digital marketing, social media planning and execution, email marketing including content creation and distribution, event planning and community engagement. In this role you will share ideas and learnings with the leadership team of West Stride and help us continue to innovate customer experience, keep current customers, gain new customers, and grow running community of NW Atlanta.

The marketing department works some non-traditional hours, such as evenings and weekends, depending on events that take place. West Stride seeks a candidate with a strong work ethic who is willing to go the extra mile to create a great experience for our customers. In addition to the marketing responsibilities, all West Stride employees work the sales floor, helping our customers. This position will have 15 hours per week dedicated to the sales floor to start, with all necessary training done prior to starting in the marketing department.

To apply, please send a resume, cover letter and digital marketing work samples to Genie Beaver--- genie.beaver@weststride.com.