

Social Media Marketing Coordinator for Premier South Florida Fishing Tournaments

Position: Social Media Marketing Coordinator

Location: Deerfield Beach, FL

Job Type: Full-Time

Company Overview:

Bluewater Movements, Inc. is a sports marketing company based in South Florida. We are leaders in the sportfishing industry with a 25-year history organizing some of the most popular and successful fishing tournaments in the country.

Position Overview:

Take charge professional with ability to manage all aspects of marketing and social media for Bluewater Movements. To include a monthly digital newsletter, social media/sponsor benefit calendar and magazine editing. Must be able to generate press releases, maintain company website and manage Instagram and Facebook pages. Provide social media coverage during events and other areas as requested. Travel required for 3 to 4 of the events each year, with extended stays of approximately 4 days (see event calendar).

The Social Media Marketing Coordinator must have outstanding customer service, have an enthusiastic, professional demeanor and be comfortable building strong relationships with anglers, volunteers, media contacts, sponsors and other instrumental contacts to the business. Demonstrated ability to create engaging social media content on behalf of clients and events is key. A background, passion or familiarity with the sportfishing industry is beneficial.

The Social Media Marketing Coordinator must be able to anticipate project needs, discern work priorities, meet deadlines with minimal supervision and be willing to work occasional evenings and weekends associated with scheduled events on the calendar.

Other Areas Related:

- Assist with phone, and on-site registration via web based event management software in absence of Administrative Assistant.
- Facilitate communication with teams on event related matters.
- Assist with set up for bag stuffing, silent auction, decorations, etc. and breakdown following conclusion of events.
- Participate in all facets of event – kickoff parties & registrations, competition days, awards ceremonies, etc.

- Liaison to media before, during and after tournaments to ensure they have the results information they need for press deadlines.
- Assist with distribution of print collateral to local marine retail stores in the tri-county area.
- Propose new ideas to improve the planning and implementation process.

Other Tasks and Requirements:

- Assist as needed with daily office administration responsibilities such as emails, answering phones, shipping, filing, running errands, scheduling meetings and fulfilling website merchandise orders.
- In physically fit condition to handle some of the lifting, moving, etc. that will occur in association with set-up or breakdown from an event.
- Reliable transportation required for daily business activities and transport of important items to events.

Key Competencies:

- **Motivation** – Strong work ethic. Commitment to do what it takes to get the job done.
- **Communication** – Excellent communication skills, including writing, proof reading, reading and speaking.
- **Tech Savvy** – Advanced computer skills and strong knowledge base in core digital and social platforms.
- **Multitasker** – Ability to manage multiple projects and work assignments effectively and efficiently.
- **Interpersonal Skills** – Highly professional, courteous and outgoing, both in person and by phone.
- **Resourceful** – Problem Solver. Creative Thinker. Ability to accomplish projects with minimal supervision.
- **Receptive** – Responds positively to direction and constructive feedback from management.
- **Team Player** – Positive attitude. Works well with other people. Has a “How Can I Help” attitude.

Qualifications:

- Bachelor’s degree or significant work experience in field is required.
- Minimum 2 years’ work experience in social media marketing -

Instagram, Facebook & YouTube.

- 1-year experience in event planning preferred.
- 1-year experience in office administration preferred.
- **Computer Platforms** – must be Mac & Windows proficient.
- **Required Computer Skills** -
 - High proficiency in Adobe Photoshop
 - Proficiency in Adobe Premiere Pro or comparable video editing software.
 - Proficiency in Word Press
 - Competency with social media marketing tools and applications (i.e. Hootsuite)
 - Proficiency in email marketing platforms (i.e. iContact, Constant Contact)
 - Competency in text message marketing platforms (i.e. Slicktext)
 - High Proficiency in Microsoft Word and PowerPoint
 - Competency in Microsoft Excel

Approximate Number of Events:

(6) Fishing tournaments per year and attendance at approximately (5) industry trade shows per year.

Event Calendar:

- Operation Sailfish – January
- Pompano Beach Nautical Flea Market – January
- Sailfish Challenge – February
- Miami Boat Show – February
- Dania Flea Market – March
- Palm Beach Boat Show – March
- Final Sail – April
- Summer Pre-Season Party - April
- Saltwater Shootout – May
- Saltwater Slam – June
- Saltwater Showdown – August
- Sailfish Pre-Season Party - October
- Fort Lauderdale Boat Show – October

How to Apply: Email your resume to info@bluewatermovements.com