



7/6/2026

#### Job Posting: ABSF Marketing Coordinator

Has your life been changed by the outdoors and/or endurance sports? Do you want to bring that life-changing experience to others? We are seeking a creative and detail-oriented Marketing Coordinator to join our team. This role is ideal for someone who loves outdoor activity and sharing that enthusiasm with others. This role requires an individual who is engaged in digital marketing, content creation, and community engagement. You'll play a key role in executing email and social media campaigns that drive engagement and brand awareness.

- The right candidate is someone who blends a passion for outdoor endurance sports with savvy digital content creation skills and a deep understanding of social media engagement.
- This person loves social media, following trends and engaging with endurance athletic audiences across various platforms.
- The right candidate embraces AI as a content generation *tool*, and better yet, has experience utilizing AI platforms to create digital marketing campaigns.
- This role requires fluency with email marketing platforms (currently Mailchimp) and how to target various email audiences and speak to them effectively.
- This person has an eye for good design and knows how to create thumb-stopping content (with platforms like Canva) that blends well with brand standards, matches campaign style and goes beyond just posting a photo.
- The right candidate will also have experience in video editing, specifically for social media reels.
- The role understands the basics of website design and is comfortable with the WordPress backend for page edits like text and photo updates.

This role will take on the day-to-day messaging of the ABSF, supporting the numerous teams throughout the organization: events, development, sponsorship, trails, facilities and retail. It is a full-time, year-round position which requires either residing in or significant time in the Hayward/Cable area plus on-site support at all Birkie hosted events.

#### Key Responsibilities:

- Plan, write, and schedule engaging content across email and social media channels (Instagram, Facebook, TikTok, YouTube etc.)
- Design graphics and visual assets for use in digital marketing campaigns using tools like Canva & Adobe Creative Suite
- Collaborate with internal teams to support campaign goals, promotions, and event launches



Job Posting: ABSF Marketing Coordinator, cont'd

- Assist in analyzing campaign performance and adjusting strategies based on data and insights
- Maintain a consistent brand voice across all communications
- Stay up to date with trends in social media, email marketing, and digital design
- Video editing for social content, stories, and short-form campaigns (experience with tools like Adobe Premiere, CapCut, etc., highly encouraged)

Requirements:

- 1–3 years of experience in marketing, communications, or a related field
- Strong writing, editing, and proofreading skills
- Proficiency in graphic design (Canva, Adobe Illustrator, Photoshop)
- Working knowledge of social media platforms and scheduling tools (e.g. Hootsuite)
- Basic email marketing knowledge (e.g., Mailchimp, Klaviyo, Constant Contact)
- Excellent organizational skills and attention to detail
- Video editing experience is a strong plus

TO BE CONSIDERED: Please submit completed resumes to Shawn Connelly ([shawn.connelly@birkie.com](mailto:shawn.connelly@birkie.com)) To Apply: Please submit your resume and 2–3 samples of past marketing work (social posts, graphics, emails, or videos).