



## **Marketing & Customer Success Manager**

BODITRAK SPORTS is hiring for a marketing and customer success manager across its sports medicine, athletic performance and golf business lines. The Marketing Manager (MM) for BTS will be a multi-disciplinary position that will:

- Have duties across a number of functions
- Require both self-directed and manager-directed efforts



## **DESCRIPTION OF ROLE**

### **Marketing (30%)**

A large portion of the MM position will be centered on core marketing activities. These will include, but not be limited to:

- Coordinate the social media marketing execution efforts
- Funnel any social media leads to the appropriate sales personnel
- Design, schedule weekly focused email campaigns via MailChimp
- Assist in developing collateral, both for day-to-day sales efforts and specific events and programs
- Develop and execute new marketing initiatives.

### **Customer Success (50%)**

As part of the role, the MM will be involved in customer success, which revolves around ensuring that customers are deriving value from BTS products and services. The MM will be:

- Own the customer onboarding process from both a hardware and software standpoint
- The primary point person on gathering current customer feedback on product and performance
- Responsible for handling inbound current customer inquiries



- Gather information on prospects and funnel individuals internally

incoming calls from customer information to the appropriate

### **Operations (20%)**

Because of the multidisciplinary nature of the position, there will be a number of operations items that will be part of the MM job function. These will include, but not be limited to:

- Own the updating of the weekly sales execution information
- Assist in the production, iteration, organization and dissemination of documents in the BTS Playbook
- Manage the marketing events calendar for the team

### **Background**

- B.A. or B.S. degree required.
- Titleist Performance Institute Certification required.
- 1-3 years in marketing or customer success roles
- Background in technology systems is preferred
- A successful and consistent track record of delivering results is required.
- Strong interpersonal communication, negotiation, influencing, critical thinking, problem solving and business acumen skills required.
- A qualified candidate will be efficient, organized, self-motivated, positive and pro-active.
- Candidates must possess a valid driver's license issued in the United States and must have a clean driving record. The ability to travel related to this role is required. Candidate must live in or be willing to relocate to St. Louis, MO.

### **BTS Culture**

- Fast pace, dynamic work environment
- Critical thinking approach a must
- Supportive team driven to open doors for colleagues
- We do not clock in and clock out
- Each member of the team gets full exposure to different facets of the business
- Team empowered to select and take on new entrepreneurial initiatives within the company
- NO STOPPING 😊

### **CONTACT:**

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To be considered, applications must include an updated C.V. and cover letter.