

Vertical Marketing Specialist Offroad

Description

WHAT YOU WILL DO onX Offroad is looking for a Vertical Marketing Specialist with strong organizational skills and a passion for off-roading to join the team. In this role, you'll collaborate closely with the team, primarily focusing on scaling our ambassador program, tracking ambassador deliverables and data, and distributing onX perks. You'll be the face of the onX Offroad Masterclass and assist in scaling our micro-influencer program from scratch, requiring innovation and adaptability. This is a great opportunity to be a part of a dynamic growing company focused on making an impact on the business, and bring your understanding of product marketing to help us achieve our goals. This position will report to the Director of Offroad Marketing. As an onX Vertical Marketing Specialist, your essential job duties and responsibilities will look like: Become the face of the onX Offroad Masterclass, a live class that happens 1x a month on Zoom Manage day-to-day deliverable tracking using Google docs, Asana, and Slack Organize partnership files to ensure accuracy – including but not limited to partner contact information, deliverable schedule, completed and outstanding documents Assist with ambassador onboarding including managing affiliate links, distributing swag, setting up Elite accounts, and creating Asana tickets Partner with the Ambassador Manager to ensure consistent strategy of new signs, alert them if there are any issues, and help maintain program health from the ground up Collaborate with the Ambassador Manager to research micro-influencer programs and build one from the ground up. This initiative will include: research, outreach, testing, and ultimately landing on the right program for onX Take over day-to-day management of the micro influencer program once operational WHAT YOU'LL BRING Bachelor's degree from a four-year College or University or equivalent experience At least two (2) years of relevant work experience in influencer marketing Familiarity and experience with the offroad and/or overland market space and community. Strong communication skills – personable, professional, and can be an outspoken advocate for onX – and our partners. Excellent organization skills – able to maintain, clean-up, and insure accuracy of tracking documents Positive attitude, attention to detail, and customer-focused approach Tenacity- Work with vigor and ensure follow-up is quick, concise, friendly, and accurate. A shared passion for and ability to demonstrate onX's Company Values Permanent US work authorization is a condition of employment with onX. Must be available for up to 40% travel. ADDED BONUSES Though not required, we would be thrilled to consider candidates with any of the following: Professional experience at a high-growth consumer or SMB software, mobile application, or consumer internet company or consultancy. Experience showing ROI with influencer programs, partnerships, & social content WHERE YOU CAN WORK onX has created a thriving distributed workforce community across several US locations. This position can be performed from an onX corporate office, a Basecamp, or a Connection Hub. Corporate Offices: onX was founded in Montana with offices in Missoula and Bozeman. If you prefer to work in an office at least part of the time, this is a great option. Basecamps: onX's Basecamps are established virtual workforce communities where a sizable number of distributed team members group for work, volunteering, socializing, and adventure. Our current Basecamps are located within a 90-mile radius of the following: Austin, TX; Denver, CO; Kalispell, MT; Minneapolis, MN; Portland, OR; Salt Lake City, UT; and Seattle, WA. Connection Hubs: onX's Connection Hub locations are smaller, emerging communities of distributed team members. Our current Connection Hubs are located within a 60-mile radius of the following: Boise, ID; Charleston, SC; Charlotte, NC; Dallas/Fort Worth, TX; Phoenix, AZ; Richmond, VA; Spokane, WA; and Vermont. HOW YOU'LL BE COMPENSATED onX is committed to

Hiring organization

onX

Job Location

Bozeman, Montana, United States

Base Salary

\$ 50000 - \$ 100000

Date posted

June 11, 2024

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compensating all employees fairly and equitably for their contributions. For this position, applicants can expect to make between \$70,000 to \$80,000 upon hire. The pay range will vary based on experience, skills, certifications, and education among other factors as required in the job description. In addition, full-time onX employees are eligible for a grant of common share options with a vesting schedule and a potential annual bonus of 10% based on company performance. **WHAT WE ARE OFFERING YOU** Competitive salaries, annual bonuses, equity, and opportunities for growth Comprehensive health benefits including a no-monthly-cost medical plan Parental leave plan of 5 or 13 weeks fully paid 401k matching at 100% for the first 3% you save and 50% from 3-5% Company-wide outdoor adventures and amazing outdoor industry perks Annual **Get Out, Get Active** funds to fuel your active lifestyle in and outside of the gym Flexible time away package that includes PTO, STO, VTO, quiet weeks, and floating holidays **PERFORMANCE ESSENTIALS** In this role, success is driven by cognitive abilities such as concentration and problem-solving, essential for our computer-centric tasks. onX will explore reasonable accommodations to ensure that individuals with diverse abilities can fully engage in and contribute to the essential physical and mental functions of the job. If you need assistance or accommodation, please contact us at PS@onxmaps.com. Position open until June 14th at 5 pm MST. **#LIRemotePlease** mention the word ****SUPREMACY**** and tag **RMzQuMTQ1LjlyMC41NQ==** when applying to show you read the job post completely (**#RMzQuMTQ1LjlyMC41NQ==**). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)