

Job Title: Marketing Coordinator/Copywriter

Job Description: Candidate will support the marketing team in a broad range of areas including, copywriting and proofreading, boat shows, product collateral inventory tracking and distribution, national advertising, dealer marketing services, Regal branded sportswear, point of purchase materials, tracking sales data, planning meetings, trade shows and photo shoots, maintaining databases, print and digital design, lead management and working with the sales department and senior management on various company objectives.

Marketing Coordinator Attributes:

- Supports marketing team by providing grammar, copywriting and proofing abilities as needed.
- Must be a motivated and energetic team player.
- Will participate and assist in coordination of photo shoots, retail boat shows, company meetings and other events, including logistics, managing talent, preparing boats and other tasks required.
- Willing to do some travel to major company or industry events.
- Accomplishes organizational and departmental goals by accepting responsibility for accomplishing various company objectives.
- Manages promotional materials by coordinating dealer requirements, inventorying stock, preparing dealer orders and arranging shipments.
- Fulfills all orders for Regal sportswear and point of purchase materials.
- Supports local and regional sales staff by providing new product information, marketing materials, and assisting with various sales support functions as needed.
- Updates job knowledge by participating in educational opportunities, reading trade publications, and always learning the newest technology.

Skills/Qualifications:

Required:

Intermediate to advanced copywriting and proofreading proficiency (Examples of written work required)
Proficiency in Microsoft Office Suite including Word, Excel and PowerPoint
Excellent verbal and written communication skills
Integrity and a commitment to continuous improvement
Must hold a Marketing Degree or equivalent experience
Strong work ethic
Detail oriented
Passionate about boating

Preferred:

Experience with any or all of the Adobe Creative Suite components including InDesign, Photoshop,
Be familiar with the recreational marine marketplace, and possess some boat handling experience
Trailing and boat launching skills considered positive attributes
Record of successful work experience and verifiable references

High-End or luxury retail and customer service experience

About Regal Marine: Regal Marine Industries is a world leader in the design and manufacturing of luxury performance boats from 19 feet to 53 feet. Regal is a debt free, family-owned company headquartered in Orlando, Florida. For more information visit: <http://www.regalboats.com/why-regal/a-family-company>.