



Job Description (JD) – (ASSISTANT MARKETING MANAGER)

Title:	Assistant Marketing Manager
Reports to:	Starboard SUP Marketing Manager
Liaises with:	
Supervises:	
Commitment:	Full Time
Working Hours:	Regular Office Hours, 08:30 – 18:00
Work Station:	Based in Bangkok, Thailand

JOB SUMMARY:

Starboard Stand Up Paddle (SUP) is looking for a dedicated marketer to fill the role of assistant marketing manager in our Thailand Office, situated in Bangkok.

Your role would primarily deal with assisting in the implementation of international marketing programs, along with daily marketing tasks and sales support.

- Applicants should be active participant in the surfing or stand up paddle scene and have an interest in the associated culture.
- Applicants must have a tertiary marketing qualification.
- Ability to communicate clearly and write creatively and in English. (Additional languages would be advantageous).
- Must be knowledgeable in Online Marketing.
- Knowledge of programs such as Microsoft Excel, Word, PowerPoint, Entourage and Outlook are imperative.
- Experience would be advantageous but not essential.

Please forward a brief motivational letter along with your current C.V. to:
margareta@star-board.com

Core Responsibilities:

- Assist in preparing and implement marketing strategy for the Starboard Stand Up Paddle (SUP) Brand
- Work with the management team to prepare a core brand message, marketing strategy and apply these into all aspects of media.
- Assist on managing and generating all technical product information to be applied to all aspects of marketing.
- Assist art team in storyboarding and concepts layouts for core media items (Brochure, ads, websites etc.)
- Assist in market research to support and define brand and marketing strategy.
- Work with implementing a strong web presence through Starboard SUP website and all industry leading blogs, forums and channels.

Printed Media

- Assist in regular contact with all major industry magazines to supply any required promotional material.
 - Assist in all aspects of printed media working with the art team and product department to make material available to the distributors and directly to the media, this would include:
 1. Brochures and Mini Brochures
 2. Press advertising
 3. Press releases
 4. Posters
 5. Photo and product CD's
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Digital media

- Manage and maintain the Starboard SUP Website and prepare daily updates
 - Manage the Starboard SUP weekly email newsletter
 - Make regular contact with all major industry digital media sources to supply any required promotional material
 - Evaluate and prepare various forms of digital media when required
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Promotional material

Assist in preparing a range of promotional material to offer to the distribution network

Team Program

- Assist on all planning and details for photo and video shoots to be used in all aspects of marketing
 - Work together with the management team to prepare rider contracts for each financial year
 - Review all team rider plans for each year and monitor performance
 - Review and monitor team rider budget and equipment allowance including arranging equipment for riders where required
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Sales Information and product training

- Assist in managing all resources to prepare sales information and product training such as:
 1. Dealer Manuals
 2. Demonstrations
 3. Distributor Meeting
 4. Trade Shows
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Point of sale

- Assist in generating briefs and manage all resources to prepare packaging and Point of sale items
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Marketing and customer services reports

- Assist in preparing quarterly reports to present to the management team, including:
 1. An overview of all aspects of marketing and customer services from the preceding quarter and an overview of plan for the upcoming quarter.
 2. A year to date comparison of costs in relation to budget and the preceding year.

Key Skills:

Performance Indicators:

The frame of reference to measure the annual performance of the (Position) will be based on the following criteria:

Primary Performance Indicator:	To see Starboard SUP as a major brand in all industry based online and print media.
Secondary Performance Indicators:	Daily blog activity, weekly newsletters and monthly magazine support.

Issued by:

Acknowledged by:

(_____)
Date / /

(_____)
Date / /