

Marketing Specialist

At Stoko, we empower athletes to be their best, push their limits, and reach their full athletic potential. That's why we've built the world's first supportive apparel to offer athletes the same level of joint support as a rigid brace in the form-factor of a compression tight. This allows us to give our athletes the support they need without having to compromise on comfort, mobility, or style.

Founded in 2017, we are a young, dynamic company that is growing quickly! Our team is built with collaboration, talent, and hard work. We're looking for people who are excited to step out of their comfort zone, embrace the unknown, and learn something new every day. We want you to dream, innovate, and bring your ideas into the world. Sound like you? Excited? Perfect. Keep reading.

Start Date: Immediate

Compensation: Based on experience. Salary + Options.

About the Role:

As part of our Marketing Team, you can expect your roles and responsibilities to include:

- Take ownership of all marketing activities
 - Support the creation of long term and annual marketing strategies designed to meet company revenue growth objectives.
 - Support in the development of innovative go-to-market strategies, digital marketing strategies, and sales & marketing materials for product launches.
 - Facilitate the development of and management of an online presence (website, social media, etc.), tracking analytics and monitoring content.
 - Take ownership of the CRM system and acquisition of customer data.
 - Monitor customer, market, and competitor activity and provide feedback to company leadership team
- Take ownership of all sales related activities
 - Build/refine a succinct channel plan, and manage channel-specific roadmaps and marketing implementation flow charts.
 - Support the management of key retailer relationships and key clinic relationships.
 - Support communications with insurers to successfully "list" and secure coverage for Stoko products.
 - Support the establishment of product training programs with retailers, clinics, and others to drive sales and customer success.
- Take ownership of the brand, protecting and defending it and the company voice
 - Support the establishment and manage a product ambassador program designed to increase visibility, raise awareness, and drive traffic.
 - Ensure that adequate content and copy is identified, developed, and maintained for a variety of platforms and channels (web, blog, etc.)
 - Ensure and facilitate the release of communications (newsletter, press releases, etc.) and strategic public relations.

Qualifications/Experience:

- Significant experience developing go to market strategies and launching consumer-facing goods or services.
- Significant experience with product management (consumer goods) including identifying customer needs, establishing product requirements, and validating product-market fit.
- Significant digital marketing experience developing strategies, content, and campaigns.
- Experience launching consumer products and managing marketing campaigns.
- Proficiency in Google Analytics and SEO integration.
- An understanding of website development is an asset.
- An understanding of human biomechanics is an asset.
- Enthusiasm for lifelong learning, problem-solving, and stepping out of your comfort zone.
- Strong interpersonal skills to work well within a collaborative team environment.
- Awesomeness. That's right, you'd better be awesome.

Perks and Benefits:

Stoko offers flexible schedules, stellar baked goods, and mediocre opponents for a game of darts or ping pong. Our office often has music, dogs, and plenty of laughs. Our team loves to ride bikes, catch fish, and build cool sh*t (like wicked apparel, custom motorcycles, paddleboards, fishing rods, and whatever else we can dream up).

As a full-time employee at Stoko, you will be eligible to receive a health spending account to cover healthcare costs such as dental, vision care, RMT and additional insurance to cover medical expenses while traveling.

Still excited? Awesome. Send us an email at jobs@stoko.com! Please include a resume and a cover letter explaining why you're excited and why you're a great fit for our team.