



**Job Title:** Marketing Technical Content Coordinator  
**Reports To:** Marketing Manager  
**FLSA:** Non-exempt, Salary  
**Type:** Indirect

**Department:** Marketing  
**Status:** Full-time  
**Job Grade:**

**JOB SUMMARY:**

As the leading manufacturer of racing and high-performance components sold to automotive and powersports markets, **Race Winning Brands (RWB)** is seeking a Marketing Technical Content Coordinator to support RWB Marketing, Sales and Product teams collectively in order to meet growth objectives by assisting with a variety of daily marketing initiatives.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Create and edit engaging and informative copy in various tones and styles for use with initiatives including product support, advertising, social media, technical resources, website, and more
- Work with product and marketing teams to execute new product launches through digital asset creation and communication
- Create and adapt informative and relatable content tailored to specific performance and racing markets
- Organize, create and analyze marketing email initiatives at B2B and D2C levels
- Plan, execute, and analyze social media strategy across various platforms leveraging partnerships, highlighting products, analyzing relevant trends, etc.
- Work with engineering, R&D, and product team input to contribute to supportive technical content resources for consumers
- Work with e-commerce and marketing teams to support sales and product promotions
- Optimize content for SEO, conversion, and engagement
- Contribute to team effort by providing support and cooperation to other Sales & Marketing personnel
- Provide marketing support including the development of collateral, web copy, sales aids, presentations, webinars, speaking engagements, etc.

*The preceding functions have been provided as examples of the types of work performed by employees assigned to this job classification. Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

**MINIMUM QUALIFICATIONS:** (To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

<b>Education:</b>	Bachelor’s degree in marketing or related field preferred
<b>Experience:</b>	A minimum of 3-5 years’ experience in similar role preferred



<b>Certificates, Licenses, Registrations:</b>	Not applicable
<b>Computer Skills:</b>	Familiar with Microsoft office suite, knowledge/experience in Adobe Creative Suite is a plus
<b>Mathematical Abilities:</b>	Basic mathematical skills
<b>Communication Skills:</b>	Excellent communication skills (both verbal and written). Must be able to communicate with customers and have a thorough understanding of performance and racing industry technical terms.
<b>Other Skills (Technical, or Other special knowledge and abilities)</b>	May require travel to customers and/or other RWB locations and various industry related events. Knowledge of automotive performance industry, racing and internal and external engine performance.

**PHYSICAL DEMANDS/WORKING CONDITIONS:**

1. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.
2. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and ability to adjust focus.
3. The noise level in the work environment is usually moderate.
4. Occasionally lift and/or move up to 50 lbs.
5. Personal protective equipment is required including but not limited to gloves, safety glasses, and hearing protection.

Rarely (1-10%)	Occasionally (11-33%)	Frequently (34-66%)	Continuously (67%+)
Sitting:	C	Kneeling:	R
Standing:	O	Climbing:	R
Bending:	R	Reaching:	R
Lifting:	R	Grasping/handling:	O
Turning/twisting:	R	Squatting:	R