



**Job Description:
Events and Community Engagement Associate
November 2021 – Kahtoola, Inc.**

About Kahtoola

Kahtoola is an outdoor equipment design and manufacturing company with a history of product innovation and excellence. Headquartered in the beautiful mountain town of Flagstaff, AZ, all our Associates work closely as a team to best address the opportunities and challenges of growing our business.

Founded in 1999, Kahtoola is a market leader in winter traction gear and gaiters and is positioned for strong growth in other outdoor product categories. In addition to making high-quality products, we actively support social and environmental responsibility, foster strong community relationships, and inspire outdoor adventure. As Associates, we are a company of quality aficionados who love great gear and getting outside. We work hard to take on business challenges together while enjoying a supportive, fun, and casual work environment.

The ideal candidate will:

- Be passionate about the growth of a premium brand in the outdoor industry.
- Be energized by working for a company dedicated to designing and manufacturing best in class outdoor gear.
- Recognize the importance of building and maintaining strong interpersonal relationships within Kahtoola and with our external partners.
- Be motivated to take environmental and social issues into consideration to operate as a responsible company.

Job Description:

In this year-round, full-time role on Kahtoola's Marketing and Communications team, you'll actively collaborate with other Associates to create impactful and meaningful experiences at events where Kahtoola is represented. With a focus on event planning and execution for trade shows and sponsored events, this role will require you to maintain schedules, timelines, and calendars in order to organize and execute multiple, ongoing projects. In addition, you'll also develop and maintain relationships with vendors, athletes, media, and community partners to effectively tell Kahtoola's story and strengthen our brand presence. The successful candidate will be a creative thinker with exceptional communication skills and fantastic time management.

In order to help achieve overall business success, you will also actively contribute to overall brand, product development and communications. This role is an integral part of the entire Kahtoola team and must be undertaken with an emphasis on open communication and collaboration with all Associates (Sales, Shipping, Administration, and Product Design and Development).

Job Responsibilities:

- Plan and activate inspiring and high-quality events, including providing on-site support for races, engaging with attendees, managing raffles and awards, and analyzing the success of each event to propose future improvements.
- Envision, plan and carry out highly effective industry trade shows that create impactful and meaningful experiences for buyers, media and the outdoor community members who attend them.
- Develop and nurture relationships with athletes, influencers, and the greater Kahtoola audience to identify strategic communication and storytelling opportunities.
- Evaluate sponsorship opportunities and coordinate asset management with those that we sponsor.
- Coordinate Kahtoola's annual TransRockies team sponsorship in all aspects of the process, including promoting the sponsorship opportunity, evaluating received nominations alongside the advisory board, and providing support for the winning team.
- Cultivate positive working relationships with outside vendors, representatives, and contractors at trade shows while working collaboratively when negotiating pricing for products and/or services.
- Participate in content creation with a focus on events, including researching, formulating, creating, capturing, and editing of consistent copy and content across all marketing channels.
- Assist in the creation and execution of sales support materials, email newsletters, outreach, and all other marketing and communications assets.
- Participate in the management of social media channels including posting, fostering relationships with the Kahtoola community, creating and executing engagement strategies, and replying to messages and requests.
- Assist with asset management and coordination of photographers, including collaborating on shot lists, sending gear, coordinating models, and managing licenses.
- Other duties as assigned may be required.

General Kahtoola responsibilities:

- Communicate cross-functionally to maintain transparency, a cohesive team atmosphere, and to drive effective execution.
- Engage in company decision-making through close collaboration with fellow Associates.
- Provide fellow team members insights from customers and industry contacts to guide and support timely, well-informed business decisions, and forecast updates.
- Participate in product development and testing activities.

The successful candidate will:

- Be motivated to create engaging events that differentiate us from our competition by celebrating our people-oriented values and exceptional products.
- Have excellent project management skills, be schedule driven, and thrive in comprehensively coordinating complex projects and events in a collaborative and supportive manner.
- Be excited and motivated by meeting new people and representing Kahtoola at on-site events.
- Truly enjoy collaborating as part of a diverse team.
- Be energized by wearing multiple hats within marketing and communications, and juggling multiple ongoing and diverse projects.
- Be consistently detail-oriented with an ability to multitask, organize, prioritize, and re-prioritize based on changing needs.
- Be comfortable working within specified schedules and demonstrate excellent ability to meet deadlines.
- Remain composed and be adaptable when situations take unexpected turns.

Job Requirements:

- 2 to 5+ years demonstrated experience in a Marketing or Communications type role.
- Experience executing successful events from start to finish.
- Demonstrated success in a fast-paced environment.
- Excellent written and verbal communication skills.
- Comfortable with managing athlete relationships.
- Up to two months per year of travel will be required once onsite events such as trade shows resume in-person operations.

Kahtoola is committed to a drug-free workplace. All employment is contingent upon successful completion of drug and background screening. Kahtoola requires all applicants to be eligible to work in the US.