



<i>Position:</i>	Marketing Coordinator		
<i>Reports To:</i>	VP of Marketing	<i>Department</i>	Marketing
<i>Job Description</i>			

POSITION OVERVIEW:

MasterCraft Boat Company is seeking a talented and motivated Marketing Coordinator to join our team. This role will focus on supporting our marketing team and dealer network through effective communication, marketing materials, education, and channel support. The ideal candidate will be detail-oriented, collaborative, and passionate about delivering high-quality marketing programs that strengthen our dealer partnerships.

The Marketing Coordinator will own the dealer marketing and communications while also assisting the broader marketing team with events, monitoring KPIs, vendor coordination, and brand campaign execution.

PRINCIPAL DUTIES & RESPONSIBILITIES:

- Support dealers with clear, consistent communications, educational resources, and marketing materials.
- Coordinate and distribute dealer-facing emails, updates, and resources in collaboration with the brand marketing and sales teams.
- Manage dealer event (logistics, communication, shipping, budget, KPIs, etc.) for regional events and factory-owned events like Let Her Rip and Rule the Water.
- Monitor and track relevant KPIs, developing benchmarks and reports to measure effectiveness of marketing initiatives.
- Collaborate with vendors and internal stakeholders to create and deliver marketing assets.
- Maintain and update dealer portals, tools, and resources to ensure accurate and up-to-date information.
- Work cross-functionally to develop and manage campaign calendars, aligning dealer communications and tools with overall marketing initiatives and events.
- Support the execution of consumer-facing marketing campaigns and content to ensure consistent brand messaging across channels.
- Maintain and update the MasterCraft.com website using our CMS.
- Manage global email sends, dealer communications, and consumer journey emails through Marketing Cloud.
- Coordinate digital and traditional marketing deliverables for the dealer network, including signage, collateral, social media toolkits, and more.
- Contribute to market research, competitive analysis, and feedback gathering to identify dealer needs and opportunities.
- Provide ongoing support to the broader marketing department on projects, events, and campaign execution as needed.

REQUIREMENTS:

- Bachelor's degree in Marketing, Communications, Business, or a related field.

- Proven experience (1-2 years) in marketing coordination, preferably in a channel, dealer, or partner support environment.
- High level of organizational skills and ability to manage multiple projects simultaneously.
- Excellent written and verbal communication skills, with keen attention to detail.
- Strong analytical skills and comfort tracking KPIs and marketing performance metrics.
- Proficiency with CRM, and marketing tools (e.g., Salesforce, Marketing Cloud, and similar platforms).
- Ability to work cross-functionally with internal teams, vendors, and external partners.
- Familiarity with digital marketing best practices, SEO, and content management systems is a plus.
- Knowledge of the boating or marine industry preferred, but not required.