

Marketing Specialist

CueSports International
2041 Pabco Rd.
Henderson, NV 89014
702-719-7665

Company

CueSports International (CSI) is the parent company of the BCA Pool League, USA Pool League and many independent billiards tournaments throughout the U.S. CSI owns and operates billiard leagues and tournaments around the world. Although CSI is a small business located in Henderson, Nevada, it is one of the world's premier billiards companies.

Job Description

CueSports International is seeking a motivated, knowledgeable, and experienced Marketing Specialist to develop and execute an overall company marketing strategy. The Marketing Specialist is responsible for identifying prospects, converting prospects into leads, converting leads into customers, customer retention, and customer relationship management. Duties include but are not limited to social media marketing, email marketing, direct mail marketing, press release development, advertising & promotion, graphic design, and other ancillary functions. The Marketing Specialist will help establish growth goals and be evaluated against those goals.

Job Responsibilities

New Customer Attraction

- Develop strategy and tactics to identify prospects
- Develop strategy and tactics to convert prospects into leads
- Develop strategy and tactics to convert leads into customers
- Develop a relationship management strategy and tactics to retain customers
- Execute the overall marketing strategy
- Create marketing content (e.g. sales documentation, case studies, product videos, website copy, blog posts, forum responses, etc.) to articulate the features and benefits of our products
- Speak and present internally and externally
- Create and maintain metrics on marketing activities and effectiveness

Customer Retention & Relationship Management

- Monitor and measure satisfaction and retention
- Educate customers about features and benefits
- Measure and enhance customer experience

Social Media Marketing

- Manage and grow the company's social media presence (e.g. Facebook, Twitter, LinkedIn, and/or additional channels that are deemed relevant)
- Manage social media promotions and campaigns and monitor the success
- Drive consistent and relevant traffic from social media
- Track, measure, and analyze all social media activities

Email Marketing

- Grow the company email subscriber list in a relevant and targeted fashion
- Segment subscriber list
- Manage email campaigns
- Measure results and optimize email marketing

Knowledge / Skills / Abilities

- Active and well-rounded knowledge of social media with a command of each channel and their best practices
- Proficient in Microsoft Office programs (Outlook, Excel, Word, and PowerPoint)
- Problem-solving ability, critical thinking, self-managed, proactive, and ability to assess options and advise management
- Experience or knowledge of marketing budgets, forecasting, and reporting results
- Past experience in public relations, corporate communications, content marketing, or relationship management
- Skill in creating, editing, and promoting written and visual content
- Ability to learn quickly
- Good communication skills (written and verbal)
- Strong knowledge of pool and pool leagues
- Strong business ethics
- Proficiency with Adobe Creative Suite (particularly Photoshop) is a plus

Education Required

- Bachelor's degree in marketing is preferred but not necessarily required
- Advanced understanding of current marketing practices and principles

How to Apply

Interested parties should send resume and/or cover letter to:

Ozzy Reynolds
CEO, CueSports International
ozzy@playcsipool.com