



Market Manager, North Carolina – Charlotte, NC

A Little About Us:

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10-year warranty.

Springfree is part of the goba Sports Group, committed to encouraging people to Go Outside and Be Active. We have competencies in design, engineering, manufacturing, sourcing, marketing, sales, customer care, and retail distribution with operations in the United States, Canada, Australia, New Zealand, China and Europe.

What You'll Be Doing:

We are looking for a Market Manager who will drive sales in the North Carolina market, working primarily from our retail storefront in Charlotte with travel to the Raleigh-Durham area will be required. Reporting to the Regional Manager, you will be accountable for all operations and activities related to entrenching the Springfree brand into the community and delivering sales growth by creating brand awareness through experiential marketing, gathering trial leads, and driving traffic to retail locations.

Job Highlights:

- Generate sales growth by leveraging a variety of platforms and channels such as community events and experiential marketing, that will develop networks within community groups to create brand awareness
- Lead and motivate NC direct retail staff, including all performance goal setting and reviews
- Develop talent and teamwork within the Springfree Full-Time and Part-Time team in both Charlotte and Raleigh-Durham
- Work with Marketing to identify opportunities to drive traffic to stores/trials activities and drive potential customers to experience Springfree first-hand
- Build and maintain a consistent high level of product knowledge, selling skills and customer service within the team
- Ensure the business projects a professional, brand centric and customer friendly environment both in-store and events
- Embed process and procedures related to retail operations, Occupational Health & Safety, Finance & Accounting, NetSuite & HR

What You'll Bring:

- You understand that it takes a roll-up-your-sleeves attitude to drive results.
- You've got experience developing plans that are focused on driving traffic and building brand awareness.
- You are results oriented and enjoy cross-functional work. You understand how sales, operations, e-commerce and marketing collaborate to drive business results.
- You are entrepreneurial, resourceful and self-motivated. You think creatively to identify opportunities for growth and new business.
- You have strong leadership and influencing skills with the ability to motivate others.
- You've got a College or University Degree.
- You have a minimum of 10 years relevant working experience
- You are organized and manage deadlines effectively
- You have experience managing retail locations
- You are proficient with Microsoft Outlook, Excel, PowerPoint & Word
- Experience in product trial or event marketing is an asset

Please forward an updated resume to hr@gobasports.com