



**DATE:** January 9, 2012

**TITLE:** Retail Marketing Coordinator

**REPORTS TO:** Senior Director of Retail Marketing

**SUPERVISES:** None

Performance, Inc., the nation's leading retailer of bicycles and bicycling accessories is actively seeking a **Retail Marketing Coordinator** to help facilitate the day-to-day operations of the retail marketing department, as well as assist in the development, execution and analysis of many chain-wide and regional marketing events. This position requires a highly motivated, hands-on professional with a combination of creative skills, a passion for driving sales and strong "business smarts" and interacts closely with all groups within Performance.

**Responsibilities:**

- Coordinate product input from internal Merchandising groups for an array of printed materials, emails and events
- Coordinate production and dissemination of store Grand Opening event information, schedules and materials
- Assist in the development, execution, production and communication of retail promotional sale flyers, emails, as well as local/regional events
- Coordinate local permitting for tent events
- Work closely with internal Visual Merchandising and ecommerce groups to ensure retail marketing and promotional message consistency across all advertising and marketing platforms
- Manage inventories, and coordinate resupply of in-store retail marketing materials
- Partnering with ecommerce team, coordinate retail store page updates and other internet store listings
- Issue and maintain retail marketing calendars and schedules
- Coordinate product samples for reviews, contests and public relation campaigns
- Coordinate and execute printing of package insert sale flyers for Direct channel
- Communicate marketing initiatives with stores, retail operations and other departments as required
- Participate in weekly District Manager conference calls
- Learn and utilize DSS/Business objects reporting system to issue ad hoc reports and update existing reports as required
- Additional duties as required

**Qualifications:**

- Prior retail marketing experience required; multi-channel strongly preferred
- Strong project management abilities
- Proven ability to follow through on detail and work effectively in a fast paced environment
- Self-directed with ability to juggle a varied workload
- Excellent inter-personal skills and communications
- Strong MS Office skills required
- College degree required; Marketing, Business or Communications degree preferred
- Although not required, a working knowledge & interest in cycling products and cycling lifestyle are a definite plus

Performance Bicycle offers competitive wages, a comprehensive benefits package including a generous employee discount program, and opportunities for advancement. This is a great opportunity for a rewarding career in the cycling industry!

Performance is looking for passionate and enthusiastic individuals to join America's #1 retailer of bicycles, parts, and accessories. If you are interested in joining the best, then take a moment to apply by:

- Emailing your resume to [vphr@performanceinc.com](mailto:vphr@performanceinc.com) or
- logging on to [www.Performancebike.com](http://www.Performancebike.com) , go to the 'Job Opportunities' page, print out an application form, complete the application form and fax it to Human Resources at 919-942-5431.

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