

## Job Description

**Job Title:** Global Campaign Manager

**Department:** Marketing

**Reports To:** Director of Marketing

### ABOUT HEAD RUSH TECHNOLOGIES

We work with businesses in the outdoor, amusement, and recreation industries to provide best-in-class climbing, zip lining, and free fall experiences. Our flagship product, the TRUBLUE Auto Belay, is the top-selling climbing auto belay in the world today and is responsible for protecting over a billion climbs every year.

At Head Rush, we believe in connecting passion with purpose. Our headquarters is located in Louisville, Colorado, directly across the street from the Spot climbing gym (where employees receive free memberships!) and only a short drive to several world-class climbing destinations. As a part of the larger climbing community, we partner with professional climbers, Olympians, and advocacy organizations to grow the sport by promoting better access, inclusiveness, and safety practices across the industry.

With new offices in the EU and UK, it's never been a better time to join the Head Rush team! We are looking for passionate, dedicated individuals, who will help us grow, while embracing a culture of continuous improvement.

### SUMMARY

The ideal candidate will be able to manage multiple programs at one time and execute integrated omni-channel lead generation campaigns from ideation through launch that drive demand, acquire new leads, increase adoption, and expand brand awareness. A successful global campaign manager possesses a combination of strategic thinking, cultural awareness, leadership skills, and marketing expertise to drive impactful campaigns on a global scale.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

- Create programs to generate leads and adoptions at scale across a number of audience segments.
- Utilize customer buyer's journey to architect multi-channel engagement programs.
- Orchestrate campaign and content development across a network of stakeholders.
- Develop content designed to shift perception and acquire net-new marketable contacts.
- Efficiently and effectively manage campaigns through to completion.
- Partner with external agencies in support of campaign asset creation and execution.
- Manage program budget with accountability for campaign return on investment (ROI).
- Other duties as requested

### REQUIREMENTS:

- 6+ years in marketing, with experience in campaign planning, execution, and analysis.
- The ability to develop overarching campaign strategies that align with business goals and resonate with diverse audiences worldwide.
- Strong organizational skills to manage timelines, budgets, and resources across multiple campaigns simultaneously.
- Understanding cultural nuances and how they impact consumer behavior.
- Experience in leading cross-functional teams comprising members from different geographic locations and disciplines.

- Excellent verbal and written communication skills to effectively convey campaign strategies, progress updates, and expectations to stakeholders across various regions.
- The ability to think creatively and develop innovative campaign concepts that capture attention and differentiate the brand.
- The capability to identify challenges and develop solutions proactively to overcome obstacles that may arise during campaign execution.
- Proficiency in utilizing a variety of digital marketing tools and platforms for campaign execution, such as CRMs, email marketing, and content management systems.
- Familiarity with global markets, including regulatory requirements, industry trends, and competitive landscapes.
- The capacity to adapt to changing market conditions, customer trends, and emerging technologies.
- Proficiency in analyzing campaign performance metrics and using data-driven insights to optimize future campaigns.
- BA/ BS Degree or equivalent
- Experience in climbing, zip lining, adventure, tourism and/or recreation industries a plus

#### **BENEFITS:**

- Competitive salary and performance-based bonuses.
- Health, dental, and retirement benefits.
- Hybrid workplace.
- Opportunities for professional growth and development.
- A collaborative and supportive work environment.
- Free climbing gym memberships.
- Discounts on outdoor industry gear.
- Paid time off and holidays.

#### **SALARY RANGE**

\$75,000 - \$90,000

#### **RESPONSES**

Join our dynamic team at Head Rush Technologies and take on a key role in managing and executing campaigns that resonate with our target audience. If you are a strategic creative, experienced project manager, and cross-functional collaborator we encourage you to apply for this exciting opportunity by emailing [jenna.ovett@headrushtech.com](mailto:jenna.ovett@headrushtech.com) with your resume and a cover letter outlining your relevant experience and explaining why you are the perfect candidate for this position. Your contributions will be instrumental in our company's continued success.