



Marketing Content Creator (Marketing Department)

Marketing Department Summary

Our marketing team is a highly collaborative and productive team that works together to support our 45 distributors around the world to build the Walker brand in their varying markets while also advancing as a global brand. We act as an internal agency envisioning, planning, implementing, and maintaining marketing strategies and campaigns for the Walker company.

Job Description Summary

The Marketing Content Creator is responsible for providing an exceptional level of marketing support, creative expertise and leadership to the overall brand. Daily responsibilities include advancing the Walker marketing strategy through creating, designing, and developing marketing materials. This role will also interface with the Walker sales team, distributors, and dealers to build strong ongoing relationships and successfully execute company-wide marketing projects.

Essential Duties and Responsibilities

- Coordinate and execute marketing initiatives for the Walker brand in all media types—including but not limited to electronic, web, printed, and visual content
- Manage brand deployment with Walker brand identity guidelines
- Lead in the gathering and distillation of product information for the creation of ads, collateral materials, photo and video development for brand advancement.
- Lead the collection and analysis of data on customers, products, markets and competitors
- Participate in continuing educational opportunities

Knowledge and Skill Requirements:

- Excellent communication skills (verbal and written)
- Content development capabilities including a working knowledge of Adobe Creative Suite and/or Affinity Designer
- Experience in the areas of copywriting, graphic design, photography and videography
- Website development experience
- Proficient in iWork and Google Workspace applications
- Able to collaborate effectively with team members and also work independently
- Effective time management skills, able to manage multiple projects simultaneously
- Strong analytical and problem-solving proficiency with mechanical acumen
- Basic understanding of HTML, CSS, Frameworks (Bootstrap, Material), JavaScript, jQuery, JSON, SQL (PostgreSQL), VueJS, React, PHP, Python
- Ability to learn and understand current Marketing trends, social media basics, and multimedia platforms

Preferred Experience and Qualifications:

- Six years working in marketing, business, public relations, and/or communications
- Thorough understanding of HTML, CSS, Frameworks (Bootstrap, Material), JavaScript, jQuery, JSON, SQL (PostgreSQL), VueJS, React, PHP, Python
- Experience leading a team of marketing professionals in a variety of marketing roles
- Understanding of and insight into the Outdoor Power Equipment Industry

Apply at walker.com/employment

