



## Marketing Manager

### Join Our Movement!

Burke is growing rapidly and we're looking for a knowledgeable, energetic, Marketing Manager to lead our team and help us take play to a higher level.

### What Moves You?

We're not going to lie; this is an amazing opportunity. It requires hard work, a lot of innovation and enthusiasm and, of course, an abundance of *Purple Passion* (*def. a love of play, bringing play to communities and specific love of Burke and those you work with*)!

- **Brand Storytelling**  
Lead the team that brings our brand to life. From overseeing catalog production to videos to presentations, you will be integral in moving our organization forward and sharing with the world the importance of Play That Moves You!
- **Cross-functional leadership**  
Help your team discover the best of themselves through work by leading them to develop their talents, pursue their interests and bring their best to Burke every day.
- **Analysis and Planning**  
Research and Analyze! Plan and Execute! You will lead the team that performs competitive analyses and plans all things marketing for the year.
- **Teamwork**  
We have an awesome team at Burke and the right individual for this role will fit well within our culture of teamwork, straightforward and open communication. Oh, and you need to have a passion for play!
- **Added Bonus**  
A unique opportunity to work in and lead cross-functional teams and in an exciting atmosphere that promotes creativity and interaction! AND...AND...we get to test the products we develop. So basically, we play at work. Not all the time...but sometimes.

### Qualifications That Move Us!

- 5 to 7 years of experience in marketing with at least 3 years of managerial experience. Recreation industry experience is a plus.
- Proficient in Microsoft Office Products and On-Contact or equivalent.
- Bachelor's degree from four-year college or university; preferably in Marketing or related field.
- Ability to define and solve problems, collect data, establish facts, draw valid conclusions and then implement solutions.

- Strong organizational and follow up skills, ability to multi-task, strong attention to detail and solid written/verbal communication skills to interact with internal and external team members

### **Let's Get Moving!**

Introduce yourself by clicking here <https://www.cindexinc.com/c/646E48> to take our Culture Index personality survey and JOIN Our MOVEMENT AT BURKE!