



Toll Free 1.866.844.7873
910.256.7873
910.686.9664 fax
info@wbsurfcamp.com

7213 Ogden Business Lane
Suite 214
Wilmington, NC 28411
www.wbsurfcamp.com

Digital Marketing Manager

Overview

We are seeking a Digital Marketing Manager to join our team. The Digital Marketing Manager will have the responsibility of overseeing all facets of WB Surf Camp, Sea Turtle Camp, Love to SUP, WB Live Surf, and SurfBerry's social media strategy, including, but not limited to: paid marketing, email marketing, website update and design, and data interpretation. Additionally, the Digital Marketing Manager will execute brand vision and create future brand strategy.

Our Marketing Team is at the forefront of our efforts to grow our client base by providing educational and engaging content. This driven team is continually expanding their definition of personal and professional success.

Skills and Requirements

Minimum Requirements

- ❖ Bachelor's degree in Marketing or related field
- ❖ 5+ years of experience in digital marketing, with a confirmed record of constructing and executing successful campaigns
- ❖ Skill managing a team, interns, and subcontractors
- ❖ Outstanding written and verbal communication skills, with the ability to create captivating marketing copy
- ❖ Experience writing blogs and organizing paid add campaigns
- ❖ Solid project management skills, with the ability to handle multiple projects simultaneously
- ❖ Knowledge of the surf or camp industries
- ❖ Capacity to comprehend and connect with our target audience
- ❖ Positive, grateful, attitude with the ability to "choose happy"

Desired Traits

- ❖ Ability to remain focused in a fast-paced environment
- ❖ Excellent critical thinking skills
- ❖ High attention to detail and strong organizational skills
- ❖ Outgoing and well-spoken with a professional demeanor
- ❖ Team player with a positive attitude, even when things are not going according to plan
- ❖ Comfortable with a demanding work schedule during the summer months
- ❖ Must have the willingness to work the hours necessary to get the job done
- ❖ Limited vacations may be scheduled from May 15-August 15
- ❖ Must have reliable transportation
- ❖ Ability to work around dogs
- ❖ Creative thinker who can generate unique and effective marketing ideas
- ❖ Knowledge of the latest marketing trends
- ❖ Strong project management skills to effectively manage multiple marketing initiatives
- ❖ Passion for surfing, health and wellness, outdoor activities, and coastal conservation
- ❖ Quick self-starter, team-oriented, and able to work with different personalities
- ❖ An extroverted and fun-loving individual excited to join our team!

Responsibilities

- ❖ Construct and implement a comprehensive marketing strategy that is in line with overall business objectives by analyzing the market, competitors, and customer needs to create a detailed plan of action.
- ❖ Write and post blogs that provide educational content to our followers
- ❖ Oversee Google and Meta Ads to reach audiences with paid marketing
- ❖ Implement all website updates and oversee international coding team
- ❖ Create email blasts using automated email service to promote programs and reach an audience of 35,000+ subscribers
- ❖ Supervise brand strategy execution ensuring a cohesive look across all platforms
- ❖ Collaborate with Founder to create forward vision for brands
- ❖ Oversee paying advertisers for our websites, digital marketplace maintenance, and forum support
- ❖ Maintain updated data in the company backup systems, including job descriptions, press releases, blog posts etc. to ensure accuracy and consistency.
- ❖ Prepare regularly required marketing summaries and plans, providing detailed reports of previous and current campaigns for review and evaluation.

About Surf Camp, Inc.

Surf Camp Inc. has five sister brands: WB Surf Camp, Sea Turtle Camp, WB Live Surf, SurfBerry, and Love to SUP. We are dedicated to promoting an active, healthy, and environment-friendly lifestyle. Our goal is to connect the community and encourage wellness through surfing in amazing locations, eating nutritious foods, and staying up-to-date with all the happening on Wrightsville Beach. We provide top-notch experiences, products, and services that inspire and empower others to live their best life, in and around the water.

“Our mission is to cultivate a love and respect for the ocean by building confidence, developing character, and inspiring stoke through safety, fun, and learning”.