



MARKETING CONTENT COORDINATOR

Full-Time – Scituate, MA (remote possible)

WHO WE ARE

At O2X, we improve the lives of tactical athletes through world class Human Performance programs. Our work extends to over 100 federal, military, and municipal organizations, where we aim to cultivate a culture of wellness, support healthy lifestyles, and reduce healthcare costs linked to injuries and illnesses. Rooted in our shared passion for improving lives, our team dedicates itself to continuous improvement, striving to make our clients, and ourselves, 1% better every day.

THE ROLE

We are seeking a dynamic and detail-oriented Marketing Content Coordinator to join our team. The ideal candidate will be responsible for responding to Requests for Proposals (RFPs), creating compelling proposals with cross-department collaboration, building engaging sales pitch decks, crafting visually appealing event marketing flyers, and developing enticing trip packages. This role will play a crucial part in supporting our education, operations, and sales teams and contribute to the success of our marketing and sales initiatives.

KEY RESPONSIBILITIES

RFP Response Management: Respond to Requests for Proposals (RFPs) with accurate and compelling information. Collaborate with cross-functional teams to gather necessary information for RFP responses. Ensure that RFP submissions align with brand guidelines and showcase the company's strengths effectively.

Support Proposal Creation: Develop persuasive proposals that highlight the unique value propositions of our products and services. Collaborate with sales and subject matter experts to gather relevant information for proposal creation. Maintain a library of proposal content for easy access and future use.

Sales Pitch Deck Development: Create visually appealing and impactful sales pitch decks to support the sales team in client presentations. Collaborate with design and sales teams to incorporate compelling visuals and key messaging.

Event Marketing and Trip Packages Creation: Design eye-catching event marketing flyers to promote company events and initiatives. Develop enticing trip packages in collaboration with the operations and education team to drive participant engagement. Coordinate with relevant stakeholders to ensure seamless execution of marketing and event materials.

Marketing Initiatives: Support marketing initiatives by contributing to content creation for various channels, including websites, blogs, and emails. Assist in the development of marketing collateral such as brochures, presentations, and promotional materials.

MINIMUM REQUIREMENTS

- Bachelor's degree in Marketing, Communications, or a related field
- Experience in health, wellness, and performance with an understanding of human performance preferred
- Proven experience in marketing coordination and content creation
- Strong analytical and problem solving skills
- Strong written and verbal communication skills
- Proficient in Microsoft Office Suite and design tools
- Attention to detail and a strong commitment to producing high-quality work
- Ability to work independently and as part of a team in a fast-paced environment

- Passion for learning and a curiosity-driven mindset
- Eagerness to contribute to a collaborative and innovative team
- Experience and strong working knowledge of Google Suite (sheets, docs, etc.) is highly preferred

DESIRED TRAITS

- A deep commitment to the O2X mission and a desire to make a meaningful impact on tactical athletes' overall health.
- Self-motivated with high energy and a strong drive to succeed.
- Ability to work autonomously while excelling in a collaborative team environment.
- Superior organizational skills and the ability to multitask effectively.
- Capacity to perform under pressure in a fast-paced environment.
- Creativity and innovation in enhancing the well-being of tactical athletes.
- Strong interpersonal skills to build lasting internal and external relationships.
- Ability to lead by influence, promoting wellness within the organization.
- Flexibility and adaptability, with a strong sense of teamwork.
- Willingness to travel as required and meet the physical demands of the role.

COMPENSATION + BENEFITS PACKAGE

- Competitive base compensation
- 401k with company contribution
- Comprehensive medical, dental, vision package
- Short and long term disability benefits
- Life insurance + supplemental benefits options
- Continuing Education Support
- Paid Federal Holidays + Paid Time Off
- Value based company with a culture based on trust, freedom, continual self-improvement and a shared commitment to elevate the communities that serve America