

COMPANY WEBSITE POSTING

Market Research Specialist: International BJJ, Inc. seeks Market Research Specialist. Job site is located at 17256 Red Hill Ave, Irvine, CA 92614. The position requires a Master's in Business Administration and 6 months experience in job offered or in related occupation of marketing coordinator, marketing specialist or another closely related field. Qualified applicants must be Fluent in Portuguese.

Travel on occasion to select events to collect marketing data on international competitions and teams, interviewing stakeholders for events, athlete integration, product placement, etc. (Travel within US)

Rate of Pay: \$92,518/Per Year

Job Duties:

Develop, implement, plan, prepare reports and organize marketing plan of action to peers on all IBJJ promotional activities and programs. Oversees content calendar for the IBJJF to determine optimal content posting times, appropriate posts on social media (Facebook, Youtube, and Instagram). Collect data on members, marketing campaigns, potential markets to promote to and factors affecting most successful marketing campaigns. Writes titles and descriptions and manages metadata for YouTube uploads; Provide editing, feedback and guidance to marketing team on engaging content and storytelling around IBJJ events and fighters across multiple social media platforms. Collaborates on ideations and manages execution of promotional photo shoots and video production for competitions; Travel on occasion to select events to collect marketing data on international competitions and teams, interviewing stakeholders for events, athlete integration, product placement, etc. Responsible for gathering data on successful fundraising attempts including retaining past sponsors, identification and solicitation of new sponsors, pledges and invoices, and meeting or exceeding annual revenue goal; Facilitate dissemination of special event and promotional information throughout the federation and property, includes collecting tournament entries, etc. Develop and implement procedures for identifying advertising needs.

Will supervise four (4) Peers: two (2) Social Media Planners and two (2) Event Planners.

IF INTERESTED, PLEASE E-MAIL RESUMES:

International BJJ, Inc.:
Andre Fernandes
President
staff@ibjjf.com