



Career Opportunity

Guided by the belief that dogs make a difference by being the best partner a human can have in the field, on the job, or in a competition event, UKC is a community for people and dogs to pursue excellence together. Founded in 1898, UKC has been dedicated to enhancing the lives of Dogs That Do More, and their owners, by providing essential resources to help owners and breeders make informed decisions. The dog-human bond is celebrated through family-friendly programs highlighting the instincts and heritage of purebred and mixed-breed dogs alike at over 18,000 licensed events annually.

The Marketing Specialist will play a pivotal role in enhancing UKC's brand visibility, engagement, and revenue streams across various digital platforms. This multifaceted position requires a strategic thinker with a passion for creativity and a strong understanding of social media dynamics, podcasting trends, and merchandise development. This role is responsible for crafting compelling content, cultivating a vibrant online community, and driving revenue through merchandise sales. This role is based in-office in Kalamazoo, Michigan.

Key Responsibilities:

- Develop and execute a comprehensive social media and podcast strategy aligned with UKC's brand objectives and target audiences
- Create engaging content across platforms to increase brand awareness, follower growth, and audience engagement
- Lead the planning, production, and promotion of UKC's podcast(s) to reach a wider audience and deepen engagement
- Collaborate with stakeholders to identify compelling topics and ensure high-quality content delivery
- Develop and execute a merchandising strategy to expand UKC's product offerings and generate incremental revenue streams
- Oversee product design, branding, pricing, and inventory management to ensure profitability and customer satisfaction, and liaise with suppliers to curate a diverse range of merchandise
- Implement promotional campaigns and sales initiatives to drive traffic and boost conversion rates on merchandise
- Monitor trends, track performance metrics, and adjust strategies accordingly to optimize reach and impact

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or related field
- Proven experience (3+ years) in social media management, content creation, or digital marketing
- Has the ability and creativity to produce branded digital content and product offerings
- Demonstrated success of social media platforms and podcast production, including content development and audience growth
- Experience in e-commerce, merchandising, or product management is highly desirable
- Proficient with the Adobe Suite
- Creative thinker with a keen eye for visual storytelling
- Self-motivated, results-oriented, and able to thrive in a fast-paced, collaborative environment

Benefits:

- Company-supported medical and life insurance plans; dental, vision, and Aflac available
- Paid Time Off plus paid holidays at employment commencement
- 401(k) with company matched contributions
- Continuous training and development programs with opportunities for growth and advancement
- Salary for this position is commensurate with experience

How To Apply:

If you're a motivated marketing professional with a love for dogs and a knack for digital storytelling, we invite you to join our team and contribute to the continued success of United Kennel Club. Apply now and become a part of our mission to celebrate and promote Dogs that do more.™ Please submit your resume to careers@ukcdogs.com.