



<https://ikonboats.com>

[iKon Boats - Official Trailer - YouTube](#)

Position: Creative Marketing Specialist (Videographer)

Location: iKon Manufacturing Facility, Madisonville Tennessee

About iKon

iKon Boats, LLC is rooted in Hydrasports' half century of heritage, in 2019 the Hydrasports' Board of Directors unanimously decided to expand operating activities into freshwater with a transformational bass boat portfolio. The ongoing venture centered on leveraging sophisticated yacht engineering and technology with consummate fishing anglers' intellect to develop an innovative product that will redefine history.

Position Summary:

The Creative Marketing Specialist will be a key position within our Sales and Marketing organization they will provide direct support to the VP of Sales and Marketing in the ongoing development and execution of iKon's Marketing Plan. The role is critical to sales volume growth, functioning as a critical communication point between our production facility, dealership network, and customer base.

Job Responsibilities:

- Develop an annual content plan for social media and widespread marketing
- Maintain our Youtube channel and grow viewers and subscriptions
- Shoot, edit, and produce video and photography for the company website, social media platforms, email campaigns, advertisements, and special events.
- Develop storyboards for our annual marketing content
- Manage photoshoots for new boats
- Generate delivery videoettes for VIP boat packages
- Attentively archive and organize valuable photography and video assets for reuse.
- Maintain all photography and videography gear and equipment.
- Maintain photography for all new boats and custom options and maintain a library on our internal HUB
- Record and edit annual training video documentation
- Participate in boating events and manage all media



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Qualification Requirements:

- Must possess demonstrated knowledge of photo and video equipment and applications.
- Must be passionate about marine work and have a thorough understanding of all social media platforms and the ability to develop and generate creative material/content that grow our brand.
- Exceptional communication and organization skills required.
- Hard skills include Adobe Premier, Drone equipment, and other content equipment.
- Ability to travel ~30% to key photoshoots and corporate events

Environmental and Working Conditions:

- Office
- Manufacturing Facility