



MARKETING COORDINATOR

POSITION OVERVIEW

Calgary Minor Soccer Association (CMSA) is seeking an outgoing, organized and creative individual to support the association's communications, marketing and event departments as the Marketing Coordinator.

Reporting to the Communications and Marketing Manager, and working closely with the Competitions and Events team, the Marketing Coordinator is primarily responsible for organizing marketing activities, supporting sponsor activations, and collaborating to create exceptional experiences designed to support the growth of the game in Calgary.

ABOUT YOU

You don't just like soccer, you love it. You have a passion and desire to work in sport and recreation and enjoy connecting people and building community. With a background in marketing or communications, your skill set will contribute directly to helping CMSA raise the profile of soccer in our community, increase participation and support the fulfillment of sponsorship programs and promotions.

KEY RESPONSIBILITIES

- Assist in the development and implementation of CMSA's marketing activities
- Support the fulfilment and delivery of sponsor-related programs and promotions
- Collaborate to develop key events and fundraising programs designed to support local soccer families and raise the profile of CMSA, acting as Lead of the CMSA Street Team
- Lead the Minor Soccer Week campaign(s)
- Develop, maintain, and manage website content
- Create and distribute the quarterly CMSA newsletter
- Support the development and distribution of membership communications
- Social media support and event live-posting as required
- Other responsibilities and general office/admin support as required

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- A background or passion for soccer, sport, and being involved in the community
- A solid understanding and demonstrated experience working on marketing programs, communications, events, or promotions
- Customer-focused and a partner advocate



MARKETING COORDINATOR

- Exceptional organizational and time management skills
- Demonstrated high level of proficiency in Microsoft Office Programs and experience with MailChimp
- Ability to quickly adapt to new technology and easily acquire new technical skills
- Must have a valid Class 5 driver's license and be able to carry and set up CMSA equipment
- Graphic design experience is a significant asset

EDUCATION AND EXPERIENCE

- Post secondary education in Sports Marketing/Administration, Business Administration, Management, Marketing, or related field preferred.
- 1-3 years experience in a marketing or communications related role and/or experience working in a not-for-profit setting
- Project management background and expertise

WORKING ENVIRONMENT

- In office work with schedule flexibility for offsite event activations (evenings and weekends)

COMPENSATION

- Salary between \$40,000 and \$50,000 commensurate with experience and qualifications.
- Group Benefits Plan (dental, extended medical, life, disability)

APPLICATION PROCESS

Send your Cover Letter with salary expectations, Resume and a Sample of your written work or graphics to careers@calgaryminorsoccer.com. Applications will be accepted until January 31, 2022.