

**Position Title: Coordinator, Marketing & Communications**

Terms of Employment: Fulltime

Location: Regina

Reports to: Executive Director

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We are looking for an energetic and determined person to join our team. The ideal candidate will have a passion for communicating with others, showcasing the sport of soccer and possess a commitment to high standards.

SSA is a Mission driven organization that values diversity, inclusivity and integrity. We encourage applications from any interested applicant eligible to work in Canada. Come join our incredible staff and help continue to elevate soccer in Saskatchewan. We encourage any interested individual to apply, even if they do not meet all the minimum requirements.

**PURPOSE OF POSITION**

The Coordinator, Marketing & Communications is responsible for the planning and execution of the annual marketing and communication strategies. The focus of this position is to develop and execute tactics to grow Saskatchewan Soccer's digital reach and deliver an effective communications strategy. This role works closely with the SSA Staff Team to create a yearly engagement plan and then executes digital engagement, marketing and communications.

**KEY POSITIONAL ROLES AND RESPONSIBILITIES**

**Marketing**

- Develop a digital marketing strategy
- Assess and monitor the effectiveness of the digital marketing strategy
- Develop brand guidelines for SSA
- Manage relationship with external designer if specific project requires outsourcing

**Communications**

- Develop an effective communication strategy
- Develop and manage content (visual and written) for the organization's website and social media platforms
- Lead regular member communication
- Support other staff in development of communications relevant to their area of delivery
- Lead the development and release of Annual Reports (SSA Annual Report, SSA Surveying Strategy)

**Stakeholder Engagement**

- Manage relationships with existing partners and sponsors
- Support staff in executing any associated activations in relation to existing partners
- Engage potential partners to develop new relationships and opportunities

**Planning, Reporting & Other**

- Develop a yearly engagement plan aligned to Strategic and Operational Plans



- Execution of the yearly engagement plan
- Support planning and delivery of major events
- Complete reporting requirements related to role for Sask Sport Annual Follow Up
- Manage inventory of branded apparel, signage and other promotional products
- Lead the SSA Awards and support the execution of the SSA Awards Banquet

## **BACKGROUND**

The Saskatchewan Soccer Association (SSA) is one of the largest sport governing bodies in Saskatchewan, serving over 40,000 Indoor and Outdoor registrants across more than 60 Member Organizations. The SSA is a dynamic and growing organization that takes pride in delivering quality programs and services that encourage life-long participation in the world's most popular sport.

## **MINIMUM REQUIREMENTS**

- Detail oriented with strong organizational skills working across multiple projects
- Education in public relations, journalism, marketing, or communications
- Strong computer skills – proficient with MS Office, knowledge of photo/video editing software
  - Design software will be provided
- Experience with the following is an asset:
  - Graphic design, photo/video editing
  - Journalism/communications
  - Program development, delivery and promotion
  - Event Management
- Experience working with volunteers
- Enjoys working as a part of a team
- Ability to travel and work flexible hours,
- Reliable transportation, and valid driver's license
- Clean Police Record Check and Vulnerable Sector Verification

## **APPLICATIONS**

Apply by email including resume and cover letter by October 14<sup>th</sup>, 2022 to Steven Porter, SSA Executive Assistant, at [s.porter@sasksoccer.com](mailto:s.porter@sasksoccer.com)

## **PROCESS**

Details on salary and SSA's comprehensive benefits and pension plan will be provided to those selected for an interview. Interviews will be scheduled as qualified applicants become available. This posting will remain open until a qualified applicant is found. We thank all applicants for their submissions, however, only those selected for an interview will be contacted.



[WWW.SASKSOCCER.COM](http://WWW.SASKSOCCER.COM)





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