



Do you love the beautiful game?

Soccer New Brunswick is seeking a motivated individual who is passionate about the beautiful game and willing to work in a team environment that understands the game plan and contributes to the success of the organization. This position has the primary responsibilities that include coordinating membership services and the Marketing, Branding & Communications activities, assisting the team with content development, digital strategy for our programs and events. The team player needs to be comfortable handling the ball in the area of fundraising and membership engagement. The successful candidate must be comfortable with multi-tasking in a high volume environment, a team player that is able to understand the needs of individuals and member clubs and efficiently administer and coordinate the operations of various levels of the organization.

The position is **Membership Services & Branding Coordinator** based in Moncton, NB and reports directly to the Executive Director.

Desired Skills and Qualifications:

- College diploma or University degree in Marketing, Communications or related field equivalent combination of education and experience in related fields.
- Works well in a team environment, able to foster an inclusive and collaborative environment.
- Skilled member services within a diverse membership base.
- Strong knowledge of soccer, background in playing, refereeing or/and coaching.
- Ability to establish and maintain effective working relationships with all internal and external stakeholders.
- Branding and marketing experience, as well as demonstrated success in membership development.
- Well-developed relationship building, negotiation and conflict resolution skills.
- Proficiency in Creative Suite, video production and editing, desired.
- Strong copywriting skills with ability to produce copy of varying tone and messaging based on target audience and medium.
- Solid commitment to bettering the lives of children through mentorship and sports.
- Experience with the Microsoft Office suite of programs, social media, managing informational systems, and database processes.
- Proven ability to work in a team environment in leadership, mentoring or support roles.
- Work experience or coursework in at least one of the following areas: marketing, communications, public relations and/or writing.
- Excellent communication skills, including writing, oral, copyediting, and proofreading skills.
- Positive attitude and a strong work ethic.
- Ability to work independently, take initiative, multitask, and prioritize.
- Model a mature and professional demeanor and have strong interpersonal skills, with the ability to work with a wide range of team members.
- Familiarity with the organization of soccer in New Brunswick.
- Strong communicator with excellent written and verbal communication skills.
- Demonstrated experience in fundraising, with emphasis on corporate sponsorships, special events and grant-seeking.
- Self-starter, able to learn new processes, programs and tools quickly.
- Bilingualism is an asset.
- Able to travel and work flexible hours on a frequent basis.
- Valid driver's license.
- Clean Police Record Check including Vulnerable Sector Verification.



RESPONSIBILITIES:

- Contribute and work towards objectives as outline in the strategic direction and operational plan of the association.
- Works with all department staff members to promote initiatives.
- Maintains a strong customer-focused approach to working with the Association's membership, ensuring effective communication with Districts, Leagues, Clubs, and general participants by responding and advising on Member Inquiries, including but not limited to: Insurance, Member feedback, Member services form submission.
- Responsible for Member Registration and Compliance (including but not limited to): Registration payment/data collection, follow-up and reconciliation.
- Registration data analysis, Monitoring and reporting.
- Responsible for processing Member and affiliate Applications/Renewals.
- Member communications.
- Support finance operations in day-to-day activities (including but not limited to): Schedule maintenance/account reconciliation, General administrative duties.
- Events Coordination.
- Support various committee(s) including but not limited to Governance Committee, Membership Committee.
- Coordinate / monitor member feedback on satisfaction levels for services provided, including coordination and analysis of Member/Public Survey.
- Provide tools and ideas to improve marketing decisions for the organization.
- Develop and implement a consistent and unified brand strategy and architecture.
- Oversee implementation of the marketing strategy - including branding campaigns, events, digital marketing, PR, etc.
- Lead the delivery of content for publications, e-mail, social media, websites, etc.
- Coordinate and activate against partner/sponsor goals and objectives.
- Externally, the position coordinates, primarily with marketing and digital agencies, media, sponsors, committee volunteers, local organizing committees and others.
- Draft stories and collect testimonials from participants and partners.
- Provide digital support for the Business Operations Manager, including providing input on content calendars and sample posts, producing the monthly newsletter, maintaining the organizational email calendar, and managing aspects of website.
- Assist the Business Operations Manager with execution of the business programs.
- Compile and distribute media clips and maintain media database.
- Copyedit Soccer NB's email blasts and other collateral, as well as provide project management support for web and collateral projects.
- Various special duties as assigned by the Executive Director.

Soccer New Brunswick is a non-profit organization serving more than 15,000 players province wide. Our mission is to foster and promote the development and growth of the sport within New Brunswick. We are the provincial governing body for soccer in the province, working directly with regions and local clubs to administer recreational and competitive level soccer programs.

Remuneration: The position will include full benefits and a competitive sports industry salary commensurate with experience.

Application: For immediate consideration, submit cover letter, resume and salary expectations to: admin@soccernb.org

Deadline: by 4:00 pm, March 15th, 2019. Only those selected for an interview will be contacted.