



BURLINGTON SOCCER CLUB

3390 SOUTH SERVICE ROAD, SUITE 104, BURLINGTON ON L7N 3J5
905.333.0777 • WWW.BURLINGTONSOCCER.COM

Position Title: Marketing Coordinator
Type: Summer Internship (35 – 40 hours per week)
Location: Burlington, ON
Reports To: Chief Marketing Officer
Term: Early May to end of August

BACKGROUND

The Burlington Soccer Club (BSC), a not-for-profit organization, was established in 1962. Today, the Club has approximately 16,000 youth and adult soccer players and is one of the largest soccer clubs in Ontario. The BSC is home to the Burlington Bayhawks and is proud of its competitive team successes over the years, which includes 50 provincial championships and 13 national championships. The Club holds a Canadian National License, Ontario Provincial Development League (OPDL) License, and Ontario Premier League (OPL) Franchise.

POSITION SUMMARY

As part of the Marketing team and reporting to the Director of Marketing, this position is responsible for assisting and supporting the Marketing department. The position will participate in all aspects of the BSC's Marketing, Communications, and Community events. This includes, but is not limited to social media, advertising and promotion, sponsorship, and events.

The successful candidate will play a critical role in achieving BSC's strategic priorities as they relate to enhancing and increasing brand awareness, community involvement, and program supports.

The role is deadline-driven and time-intensive and requires an energetic, highly motivated multi-tasker who is an exceptional communicator, organizer and thrives on delivering high quality customer service.

PRIMARY DUTIES & RESPONSIBILITIES

Marketing

- Assist with the creation, scheduling, and publication of content and campaigns for BSC's website, newsletters, and social media channels
- Monitor trends, leverage data insights, and conduct market research to create improvement in marketing programs and product offerings
- Develop social media strategy that improves brand recognition and increases ROI
- Support the marketing team with daily administrative duties • Other tasks as assigned

Communications

- Participate in BSC's media relations efforts, including writing press releases and responding to media requests
- Assist in the production and distribution of Annual Report for AGM
- Collect, catalogue, and manage all digital assets for utilization
- Liaise with all BSC departments in the development of program marketing needs

Sponsorship

- Assist with identifying and securing new sponsorship leads and opportunities
- Cultivate present sponsor relationships to generate sales
- Manage BSC database of potential sponsors and contact information for existing sponsors
- Coordinate with other team members to ensure that all sponsorship commitments are fulfilled



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Events

- Assist with all aspects of planning and executing events, including but not limited to:
 - Festivals and Tournaments
 - End of Season Celebrations
 - Partner events
- Identify process improvements in event implementation
- Coordinate the creation of marketing campaigns and promotional materials for events
- Leverage community knowledge and insights to create further opportunities through events

EXPERIENCE & SKILLS

- Post-Secondary Education in Business, Communications or Sport Management
- Familiarity with marketing computer software (Photoshop, Hootsuite, etc.)
- Familiarity with social media platforms
- Good understanding of latest marketing trends and techniques
- Excellent verbal and written communication skills
- Multitasking abilities
- Experience working with volunteers
- A comprehensive understanding of the OPDL and Burlington Soccer Club is an asset

Information provided by candidates for these positions will be used only for candidate selection. We thank each candidate for taking the time and effort to apply; however, only candidates to be interviewed will be contacted.

As a member of the BSC Team, this position requires a police background check and clearance with respect to persons working with vulnerable persons.

BSC is committed to upholding the values of equity, diversity, and inclusion in our work environment. We value the contributions that each person brings and are committed to ensuring full and equitable participation for all members of our Club.

Candidates requiring accommodation to participate in the hiring process should contact Samantha Stewart at ssewart@burlingtonsoccer.com.

Expressions of interest, accompanied by a cover letter and resume, will be accepted until filled, and sent confidentially to Samantha Stewart at ssewart@burlingtonsoccer.com