Position Overview

Reporting to the Director, Marketing, the Community Outreach Coordinator is primarily responsible for the program coordination, marketing and communications of Canada Soccer Grassroots Programming. This position will act as the main point of contact and resource for the Canadian soccer community with a focus on club outreach to proactively promote the Canada Soccer brand and contribute to revenue generation goals.

Responsibilities

**Grassroots Program Marketing**
Lead the execution on all Canada Soccer Grassroots Programming including but not limited to Active Start Soccer Fests, Local Club Sponsorship programs, Canada Soccer and sponsor grassroots initiatives, national clinics, other technical initiatives, and Canada Soccer controlled events. Support communications, technical and program staff in the implementation and delivery of grassroots programming. Act as lead for Canada Soccer special initiatives and sponsor activations focused on supporting Canada Soccer grassroots programming.

**Ticketing**
For all Canada Soccer ticketed events, provide support for initial ticket build, act as key contact with box office, coordinate the development, promotion and processing of group ticket sales program, and manage all complimentary ticket inventory.

**Local Club Sponsorship Program**
Manage the Local Club Sponsorship Program to ensure accurate and timely execution for all Canada Soccer sponsors involved in the program. Produce and secure agreements for all participating clubs in the local club sponsorship program. Collect necessary documentation from participating clubs and collate in year-end report. Facilitate the correct use and approval of all sponsor logos in participating club materials. Create and manage partner programming and activations for the local clubs program and assist in the planning and execution of on-site partner activations as required.

**Sponsor Servicing**
Support the Partnership Coordinator in ensuring day to day requirements and deliverables for Canada Soccer sponsors as related to grassroots programming and local club sponsorship programs are being met. Coordinate all sponsor grassroots communications and activations through the community club lists. Act as the main point of contact for Canada Soccer sponsors involved with the local club sponsorship program.

**Communications**
Provide ongoing support to Canada Soccer clubs for information related to Canada Soccer and its programs. Coordinate and deliver all grassroots communication through the Provincial Sport Organizations, Community Club List, and other communication channels. Plan and develop, in
collaboration with the technical and program staff and with the help of the communications team, communication plans and tools for Canada Soccer Grassroots Programming under its purview. Provide Canada Soccer partner content for website, e-newsletter, Annual Report and other communication vehicles as it relates to the grassroots programming. Provide media relations support to communications team as required.

**Budgeting**
Assist with the preparation and monitoring of Canada Soccer marketing budget with specific emphasis on the Active Start Soccer Fests and Local Club Sponsorship programs.

**General Administration**
- Establish regular meeting schedule with Canada Soccer sponsors involved in the Local Club Sponsorship Program
- Manage incoming invoices and process outgoing cheques
- Maintain appropriate filing and information systems such that activity and plans can be managed in the event of absence
- Represent Canada Soccer at conferences/National Team Events/Competitions/Special Events as required

**Qualifications**

**Essential**
- A minimum of 1 year experience in sports marketing / communications or related field
- University degree or college diploma in sports management, recreation or related discipline
- Effective verbal and written communication skills
- Computer literate, Microsoft Outlook, PowerPoint, Word and Excel
- Ability to work flexible hours, including weekends and travel as required
- Bilingual English/French

**Preferred**
- Knowledge of Canadian soccer structure

Please submit your résumé and expected salary expectations to Cathy Breda at cbreda@canadasoccer.com before December 23, 2015. Please note that only those candidates selected for a potential interview will be contacted.