



ST. ALBERT SOCCER COMMUNICATIONS COORDINATOR

2023 Job Description





Welcome | Setting Quality Standards. Soccer for All

Thank-you for your interest in our Communications Coordinator position at the St. Albert Soccer Association (SASA).

Established in 1955, St. Albert Soccer has built a strong legacy of soccer programming for all ages, levels of skill and interest and will continue to do so for generations to come. Our club located at 61 Riel Drive has developed a rich soccer tradition, and our success can be attributed to an incredible group of volunteers, supporters, players, and sponsors.

In August 2019, Canada Soccer endorsed St. Albert Soccer Association (SASA) as an inaugural recipient of their National Youth Club Licence (NYCL). This designation recognizes the strong history of excellence in soccer governance, administration, infrastructure, and player development that St. Albert Soccer has cultivated over the past 65+ years.

As a recipient of the NYCL, St. Albert Soccer players will receive MLS homegrown player benefits and will participate in Canada Soccer's highest tier of youth competition, the Player Development Program (PDP) beginning in 2020.

An integral member of the SASA team, the Communications Coordinator fosters a deep sense of community within our membership, soccer community, and geographical serving area through curating innovative and engaging social content. Truly delivering on **#MyImpact**

Yours sincerely,

Kevin Jones, President
St. Albert Soccer Association





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The Position

The St. Albert Soccer Communications Coordinator is an entry-level position who will be focused on building and maintaining community engagement with our membership, soccer community and geographical serving areas. This part-time, evening and weekend position is ideal for a student or recent graduate eager to grow professionally in field of sports marketing.

Our club has over 170 teams consisting of nearly 3000 players between two and 18 years of age. These teams participate across various leagues (including EMSA and the AYSL) playing in matches and tournaments year-round throughout Alberta, Manitoba, Saskatchewan and British Columbia as well as the USA.

As part of the SASA team and reporting to the Executive Director, this position is responsible for assisting and supporting SASA in the delivery of both marketing initiatives and the activation of sponsorship commitments. The position manages all aspects of community engagement, social media, promotions, and supports in the planning of events.

The role is deadline-driven and time-intensive and requires energetic, highly motivated multi-taskers who are exceptional communicators, organizers and thrive on delivering high quality customer service.

Key Responsibilities

- Implement the SASA Marketing Plan's priorities and initiatives to drive community engagement within our membership, soccer community, and geographical serving area.
- Curate content on SASA's website, email marketing and social media channels including Instagram, TikTok and YouTube.
- Support, monitor and report on SASA-related marketing initiatives including team activities and social media channels.
- Activates sponsorship commitments for SASA's Key Sponsors including the implementation of the sponsorship plan and providing the ED timely reporting of engagement metrics for inclusion in the quarterly sponsorship reports.
- Monitor and report on the success of SASA marketing initiatives.

Qualifications, Knowledge, Skills, and Abilities

- Has completed or working towards a post-secondary degree or diploma in marketing, sports management, business, or other relevant areas.
- A passion for soccer and / or a strong interest in sports marketing.





- Strong knowledge of digital marketing and industry certifications in relevant marketing automation and social media platforms.
- Experience working with volunteers, not-for-profit organizations and / or with charitable organizations is considered an asset.
- An ability to work independently and remotely, with a high degree of self-motivation and initiative.
- A valid driver's license and access to a vehicle
- All SASA employees are required to provide a successful satisfactory Canadian criminal record check and/or Vulnerable Sector Search prior to the start of their employment. The check must be specific to the role and must be dated no more than 90 days prior to the date on the written offer.

Hours of Work

- This is a permanent part-time position during days, evenings, and weekends. Our soccer community is most active during these hours and the Coordinator's role will require attendance to successfully deliver on marketing initiatives and activate sponsorship commitments.
- The Communications Coordinator is expected to work twenty (20) hour per week however additional hours may be possible upon mutual agreement with the ED supporting significant events in the SASA calendar.

Compensation

- \$20.00 per hour based on the qualifications, knowledge, skills and abilities, and hours of work listed above.

Applying

Please include a cover letter along with your resume for review.

Closing Date: **Friday, March 31st, 2023**

Forward resume with cover letter to:

Chris Spaidal
Executive Director
chris@stalbertsoccer.com
61 Riel Drive
St. Albert, AB T8N 3Z3

The St. Albert Soccer Association thanks all applicants for their interest in employment with us; however, only those selected for interviews will be contacted.

