

CSA Director of Marketing

PURPOSE:

In an effort to support the mission, sustainability, and growth of Calvert Soccer Association, the part-time “CSA Director of Marketing” (DOM) is responsible for fostering and promoting both the mission of CSA and its identity as defined as a **community based** 501c-3 non-profit youth sports provider based in Calvert County, MD. The promotion of CSA as **ONE CLUB** and a quality and cohesive youth soccer association is everything.

DESCRIPTION:

The CSA Board of Directors has declared the part-time position of “CSA DOM” as a critical necessity and contributor to the fluid operation and growth of the organization, all the while providing the membership with a multitude of quality platforms to enjoy and share content from.

RESPONSIBILITIES:

- **Defining and managing the CSA brand.** This involves understanding who CSA is, what we stand for, what we say about ourselves, what CSA does and how we as a 501c-3 youth sports provider act. This, in turn, defines the experience we want you to perpetuate to our members and partners when they interact with you as the director of marketing for CSA
- **Conducting campaign management for marketing initiatives.** With input from the Board of Directors, the DoM shall identify the short-term (season) and long-term (year+) products and services to focus on. Once identified, the DoM shall produce materials (print/fliers) and communications (social media) to disseminate that information.
- **Producing marketing and promotional materials.** The DoM will be responsible for the development and editing of all CSA promotional material describes and promotes CSA’s core products and/or services. Marketing material should be consistent with the current state of the organization, as the services offered by CSA evolve.
- **Creating content providing search engine optimization for the CSA website.** The CSA website is often the first (and possibly the only) place people go for information about CSA. The DoM, with input from the Administrator of General Operations and Travel Administrator, will be responsible for keeping Web content current, while also working to ensure our site comes up quickly when someone searches for our type of organization.
- **Monitoring and managing social media.** The DoM shall contribute to, manage and maintain social media pages and content. The DoM shall also monitor social media outlets to ensure commentary (both negative and positive) is handled appropriately.
- **Producing internal communications.** The membership needs to understand CSA, its values, its goals and its priorities. The DoM shall be responsible for the marketing communications to the membership through a newsletter and/or email.
- **Serving as media liaison.** The DoM shall act as the spokesperson for the organization upon receiving approval from the board of directors for media inquiries, or guide the leadership team in how to respond to media queries.

- **Conducting customer and market research.** The DoM shall ensure that CSA is listening to the community's feedback. As a community-based organization, it is critical that both current and perspective players and their families are heard. Although we do our best, there is always room to grow. The DoM will both solicit input and shall format that input into a meaningful presentation for the board of directors to review.
- **Overseeing outside vendors and agencies.** The DoM shall establish and manage relationships with agencies, vendors and partners who produce marketing materials and or/provide marketing support. These may include ad agencies, print vendors, PR agencies or specialists, Web providers, etc.

Requirements & Distinguishing Characteristics:

- Interpersonal skills/ people-person (approachable, kind, respectful, team player, etc.)
- Superb oral written communication, organizational, and creativity skills
- Strong analytical ability
- Influencing and negotiation skills
- HS Diploma or equivalency
- Flaut in all social media platforms
- Graphic Arts experience/eye for detail

Terms of Employment (Length & Salary):

- Yearly contracted part-time position
- Employment is renewable with CSA Board of Directors recommendation and CSA Executive President signature as final approval
- Salary range is 10-15K per CSA BOD approval and candidates experience and credentials