



## **SOUTH NIAGARA ROWING CLUB**

27-200 Fitch Street, Suite 225  
Welland, Ontario, Canada L3C 4V9

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### **Marketing Coordinator**

The Marketing Coordinator will be largely responsible to develop, plan, coordinate and execute promotional strategies for club programs, regattas, events and awareness opportunities to the sport of rowing. This position will report to the Director, Marketing & Communications.

The promotion of club programming and events will provide opportunities to evaluate the impact of various forms of media and will also provide many opportunities for the Marketing Coordinator to interface, engage and communicate with not only program participants but the public as well.

The Marketing Coordinator will represent the program and the Club with professionalism, respect and leadership. The time commitment and compensation will be as follows:

- Up to 30 hours/week for approx. 8-12 weeks @ \$16/hour starting as early as May 11<sup>th</sup>, 2020

### **Responsibilities**

- Plan, organize and carry out promotional events for the SNRC in coordination with the Director, Marketing & Communications and the Club Programs Manager.
- Manage various club social media applications (i.e. Facebook/Twitter/Instagram/Club Website)
- Develop advertisements for social media, club events and newspaper promotions
- Assist Director, Marketing & Communications and Club Programs Manager with elementary school recruitment activities
- Work with local printing houses to create various signage and promotional documents, as required.
- In coordination with the Director, Marketing & Communications, develop an overall marketing and advertising plan for increasing club program exposure throughout the South Niagara Area. This will include the design and ordering of promotional given away items that can be used at various club and public events.
- Work with local companies/organizations to help promote club events, including use of their social media platforms and public bulletin boards.
- Assist the Director, Marketing & Communications to develop a marketing plan to promote the club's Head of the Welland Regatta, held every September.

### **Education and/or Experience desired:**

- Marketing
- Sports Management, Business, Communications
- Recreation & Leisure
- Teaching/Education

### **Requirements:**

- Must be under 30 years of age (requirement for CSJ grant funding)
- Must have own transportation
- Must have good communication and organizational skills
- Must have previous marketing experience with a Not-For-Profit organization, sports team or sporting club experience
- Website management experience is an asset



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Email interest by cover letter and resume to [jobs@rowsnrc.ca](mailto:jobs@rowsnrc.ca) by April 6th, 2020.  
Interviews to be conducted as soon as possible with successful candidates selected shortly after.  
We thank all applicants in advance, however, only those selected for an interview will be contacted.  
SNRC is an equal opportunity employer.

We welcome and encourage applications from people with disabilities. We will work with you to accommodate your needs in line with the goals of the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code.

Should you require accommodation through the application or interview processes, or any stage of the recruitment process, please contact SNRC [info@rowsnrc.ca](mailto:info@rowsnrc.ca)