



SOUTH NIAGARA ROWING CLUB

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

Marketing Coordinator (1 Position)

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:

- 30-35 hours/week for approx. 12-15 weeks, @ \$17.00/hour. Starting as early as May 16, 2022.

Responsibilities

The Marketing Coordinator key responsibilities will include the following:

- 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.
- Plan, organize and carry out promotional events for the SNRC in coordination with the Director, Marketing & Communications, General Manager and the Head Coach.
- Create ads, pamphlets and brochures and for distribution (electronically) throughout the Niagara area
- Manage the advertising budget
- Develop and manage a social media campaign for promoting the club (Facebook/Twitter/Instagram)
- Assist Director, Marketing & Communications, General Manager and Head Coach with elementary and high school recruitment activities
- Work with local printing houses to create various signage and promotional documents, as required.
- Work with local companies/organizations to help promote club events, including use of their social media platforms and public bulletin boards.
- Attend local community events and rowing regattas to promote the club and assist club personnel, as necessary
- Provide weekly progress reports on tasks completed and future tasks to be completed
- In addition, the Marketing Coordinator will work with the Director, Marketing & Communications to market and promote the club's Head of the Welland Regatta, held every September

The Marketing Coordinator position will be based out of the South Niagara Rowing Club location at 270 Colborne St in Welland but working remotely from home, as required due to COVID restrictions, is also acceptable.



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Education and/or Experience desired:

- Currently enrolled in or have completed a University or College program in the Marketing, Advertising or Sports Management field (or equivalent).
- Must have previous marketing experience with a Not-For-Profit organization, sports team or sporting club experience
- Experience with the management of social media platforms (Facebook, Twitter, Instagram) and website development

Other Requirements:

- Must be under 30 years of age (requirement for CSJ grant funding)
- Must have own transportation
- Must have excellent communication skills, both written and oral, along with organizational skills
- Working knowledge of WORD and EXCEL
- Strong sales and presentation skills
- Able to work independently and as part of a group
- Comfortable with public speaking and general engagement with the public
- Website management experience is an asset

Email interest by cover letter and resume to jobs@rowsnrc.ca by April 8th, 2022.

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