



SOUTH NIAGARA ROWING CLUB

270 Colborne St / 27-200 Fitch Street, Suite 225
Welland, Ontario, Canada L3C 4V9

Marketing Coordinator (1 Position)

The Marketing Coordinator will be responsible for the development, planning, coordination, and execution of promotional strategies for club programs, regattas, events, and rowing awareness/discovery/promotion opportunities. This position will report to the Director, Marketing & Communications. The promotion of club programming and events will utilize various forms of media and interaction, engagement and communications with program participants and the public. This position will also carry out various tasks in the day-to-day administration of the SNRC, aiding and supporting our Youth Programs Manager and Coaching staff.

The Marketing Coordinator will represent the Club with professionalism, respect, and contribute to a positive culture supported by South Niagara Rowing Club policies.

The time commitment and compensation will be as follows:

30 hours/week for approx 15 weeks, @ \$18.50/hour. Starting as early as May 13, 2024.

Responsibilities - The Marketing Coordinator key responsibilities will include the following.

- In coordination with the Director, Marketing & Communications, develop an overall marketing and promotional plan to increase club and program exposure throughout Niagara.
- Plan, organize and carry out promotional events for the SNRC in coordination with the Director, Marketing & Communications, Youth Programs Manager, and Coaches.
- Develop and maintain a consistent continuous website management and social media presence promoting and creating awareness of club activities. (Facebook/Twitter(X)/ Instagram)
- Assist Directors, Youth Programs Manager, and Coaches with elementary and high school recruitment activities.
- Monitor and manage the marketing and promotions budget. Provide weekly updates and reports on the status of tasks completed and in progress.
- Create design and procure promotional materials signage, and items for distribution physically and electronically at various club and public events throughout Niagara.
- Collaborate with local companies/organizations to help promote club events, including use of their social media platforms and public bulletin boards.
- Attend community and rowing events to promote the club and assist club personnel, as required.
- With the Director, Marketing & Communications organize and promote SNRC's Invitational and Head of the Welland Regattas.
- Carry out tasks associated with the day-to-day administration of the SNRC, aiding and supporting our Youth Programs Manager, Coaches and club Directors including.
 - general club communications and correspondence
 - regatta travel and accommodations
 - assist in the recruitment and coordination of volunteers for club activities & program registrations.
 - Sponsorship activities



SOUTH NIAGARA ROWING CLUB

270 Colborne St / 27-200 Fitch Street, Suite 225
Welland, Ontario, Canada L3C 4V9

The Marketing Coordinator position will be based at the South Niagara Rowing Club location at 270 Colborne St in Welland, remote work and travel to event locations may also be required.

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 Must be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment, (requirement for CSJ grant funding)
- Must have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.
- Must have own transportation.
- Must have excellent communication skills, both written and oral, and highly developed organizational skills working independently and/or as part of a group
- Working knowledge of Microsoft 365.
- Strong sales and presentation skills.
- Comfortable with public speaking and general engagement with the public

Email interest by cover letter and resume to jobs@rowsnrc.ca by April 15th, 2024.

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