



Position: Digital Marketing Coordinator

Location: This role will primarily work from home, with some meetings taking place in the Vancouver and Richmond area

Reports to: Technical Director and Director of Operations

Application Deadline: August 12, 2022

Fusion FC is a high-performance community sports organization, operating teams who compete in the BC Soccer Premier League (BCSPL) and BC Coastal Soccer League (BCCSL). Fusion FC offers year-round programming through its teams, Academies and camps.

Fusion is seeking a part-time Digital Marketing Coordinator to join its growing team. The Coordinator will play in a key role in the organization's communications and marketing efforts through social media.

The work can primarily be completed from the candidate's home or location of choosing, though some in-person work will be required in the Vancouver and Richmond area. This is a part-time position (approximately 10-15 hours per week), though number of hours per week will likely vary throughout the year based on programming. Some flexibility will be available around candidate's preferred working hours, though some evening and/or weekend work may be required.

This role will work closely with Fusion FC's Website and Email Marketing Coordinator.

Duties & Responsibilities

The Digital Marketing Coordinator responsibilities will include:

- Management of Fusion FC's social media channels (ie. Facebook, Twitter, Instagram, TikTok, etc.)
- Run digital ad campaigns on social media platforms (including Instagram and Facebook), as well as Google Ads
- Assist with monthly newsletter, including sourcing and writing stories
- Assist with marketing of new and recurring programming
- Graphic design of promotional material

Qualifications

- An educational background in communications or marketing is an asset
- 2-3 years experience in a similar role
- Strong knowledge and interest in sport, especially soccer, is an asset
- Effective verbal communication skills
- Effective written and digital media skills

- Ability to establish and maintain effective working relationships with both internal and external stakeholders
- Ability to meet tight deadlines
- Acute attention to detail
- Self-starter
- Proficiency in the use of technology including, but not limited to:
 - o Google Suite
 - o Social Media Platforms
 - o Mailchimp
- Successful candidate must complete a Criminal Record Check with Vulnerable Sector Check

Please submit your resume and salary expectations to Rebecca Anton (operations@fusionfc.ca) by August 12, 2022. We thank all applicants, but only those selected for an interview will be contacted.