

TrojanOne

JOB DESCRIPTION

JOB TITLE: Local Marketing Coordinator

OF POSITIONS: 7

LOCATIONS & (JOB ID):

- Halifax (HAL)
- Quebec City (QUE)
- Montreal (MTL)
- Ottawa (OTT)
- Winnipeg (PRA)
- Calgary/Edmonton (ALB)
- Vancouver (VAN)

COMPENSATION: \$600 a week plus completion bonus

CONTRACT LENGTH: March 26th, 2012 – August 31st, 2012

COMPANY WEBSITE: www.trojanone.com

APPLICATION DEADLINE: February 10th, 2012

JOB OVERVIEW:

We are seeking a highly motivated individual with a passion for marketing and communications to assist in the execution of a grassroots soccer program. This role is 80% office work and 20% in the field with some light travel around your market.

A mandatory training session will take place in Toronto approximately one week prior to the contract start date. Travel arrangements & accommodation will be provided.

QUALIFICATIONS

- Self-starter and team player
- Soccer enthusiast is preferred but not mandatory
- Must have a clean driver's license, smart phone and ability to make event purchases on a personal credit card (with quick reimbursement!)

- High energy, outgoing individual with a positive attitude
- Motivated to work independently
- Experience in marketing and events
- Proven ability to manage partnerships is key to this position
- Experience and confidence with all forms of social media (Facebook, Twitter, blogging, photo & video upload)
- Demonstrated ability to manage multiple tasks and deadlines is critical
- Excellent written and verbal communication skills are essential
- Strong interpersonal skills with the ability to work in a team-oriented environment
- Confident public speaking skills
- Experience dealing with or has strong interest in working with media
- Degree/diploma (majoring in Marketing is an asset) or equivalent work experience
- For Quebec Market – must speak both French (primary) & English (hiring will be contingent on passing a French language proficiency test)

COMPETENCIES

- *Written and Verbal Communication:* Express clearly, listen actively and understand others well in a group setting.
- *Willingness to Learn:* Demonstrate a strong desire to work with and learn from a variety of different people within the organization.
- *Team Work:* Develop and maintain positive working relationships with all employees.
- *Commitment to Quality:* Ensure work is done correctly, completely, and within a set deadline. Documents must be detailed and professional.
- *Computer Skills:* Must be proficient in using PowerPoint, Word, Excel, Internet and email.

Responsibilities:

- **Local Marketing:** Approach and solicit community centres, retail institutions, local soccer clubs, and distribute marketing materials (take cards, brochures, and website banners).
- **Attend Local Soccer Events:** Various logistical duties leading up to event day as needed. **Drive to the events**, set up tents, offer marketing materials, promote the program and register participants.
- **Stakeholder Meetings:** Present to large groups of key stakeholders and be able to engage and motivate them while promoting the event.

- **Media/Public Relations:** Approach local media to air/print press releases, attend media events and conduct interviews. Must also be able to professionally and thoroughly provide information when being interviewed by local media to promote the program.
- **Social Media:** Connect with the local youth soccer community through Facebook, Twitter, YouTube and blogs.
- **Weekly Report:** Develop weekly reports from the field and submit to the Project Team.

HOW TO APPLY:

- Send your cover letter, resume, and a relevant written work sample to jobs@trojanone.com referencing your desired location's **JOB ID** in the subject line of your email.

TrojanOne is an equal opportunity employer. Please be advised that only successful applicants will be contacted.