

VULS Merchandise Coordinator POSITION DESCRIPTION

The VUL Marketing Program Coordinator (MC) is responsible for the planning and running of three important VUL marketing programs: Merchandise, Prizing and Spirit Tie.

Reporting to the Marketing Manager (MM"), the MC will also work closely with other VUL staff.

Duties & Responsibilities

Duties cover three areas:

Merchandise

- Work with MM to review our current mix of products
- Monitor and record sales of all VUL gear: jerseys, shorts, hats, cones and discs
- Place orders for additional gear when inventory is low
- Re-stock and transfer gear to VUL partners and merchants
- Manage sales at our Captains meetings (Summer, Fall and Winter)
- Explore ways to enhance and improve the VUL merchandise program

Note: Merchandise is kept in VUL storage locker but some may be kept at home.

Prizes

- Work with MM to create an engaging Prizes Plan for VUL programs
- Coordinate with other VUL staff the transfer and distribution of prizes for events
- Mail and distribute prizes to members from online give-away contests

Spirit Tie

- Work with MM to review Spirit Tie Campaign
- Develop ideas to enhance or evolve the initiative
- Send prizes to winners, post on website; Work with Social Media Coordinator to post photos and content about winners on social media channels

Working Environment

The MCC is expected to have a driver's license and have access to their own vehicle. Mileage costs and other expenses related to the position will be covered.

Qualifications

- Experience playing ultimate;
- Self-starter: Works independently with little direct supervision;
- Organized: Sets priorities, develops schedule, tracks progress, records relevant info;
- Interpersonal: Creates and maintains positive & collaborative working relationships;
- Professional: Represent the VUL and ultimate in a highly professional manner;

Term

This is a contract position for 1 year. The volume of work will vary, averaging 15-25 hours per month from March to August, and then 2-6 hours per month from Sept to Feb. If you are only available for part of the year, you can still apply. To apply, submit your resume and cover letter to Craig Kulyk via craig.kulyk@vul.ca by February 8, 2017.