

VUL Youth Marcom Coordinator POSITION DESCRIPTION

The VUL runs many recreational Leagues and Camps for youth players, as well as the largest competitive youth program in Canada. With our new strategic plan, we are expanding our activities for youth. The *Youth Marcom Coordinator* (YMC) is responsible for marketing and communication for all VUL youth programs to help us grow and improve what we offer.

The YMC reports to the Marketing Manager (MM), and works closely with individual Coordinators of our youth programs.

Duties & Responsibilities

Increase the number of VUL youth players and their connections with each other through creative marketing initiatives and impactful communications. Activities include:

- Perform research about youth ultimate in Metro Vancouver
- Work with the MM and individual Program Coordinators to develop marketing & communication plans for each program;
- Prepare fun & engaging content to support marcom plans;
- Work with other staff to deliver content across various channels (email, web, social media, in-person, print, etc.)
- Track effectiveness and results

VUL programs covered include:

- All recreational youth Leagues, Camps, and Skills programs
- Youth Club Team programs, including Misfit Ultimate and others

Qualifications

Education & Experience

- A diploma or degree in Marketing or Communications is desirable, but university students are encouraged to apply;
- Relevant experience in similar roles is highly desirable;
- Experience playing ultimate;
- Connections to the youth ultimate community in Metro Vancouver.

Personal characteristics

- Self-starter: Works independently with little direct supervision;
- Organized: Sets priorities, develops schedule, tracks progress, records relevant details;
- Interpersonal: Creates and maintains positive working relationships;
- Communicator: Speaks, listens, and writes in a clear and engaging manner;
- Problem Solver: Assesses situations, gathers relevant information, generates possible solutions, and resolves the problem or makes recommendations, as appropriate; and
- Professional: Represent the VUL and ultimate in a highly professional manner.

Term

This is a 9-month contract position averaging about 5 hours per week with the possibility of an ongoing extension.

To apply, submit your resume and cover letter to Craig Kulyk via craig.kulyk@vul.ca by February 8, 2017.