Job Opportunity: VUL Marketing Manager

February 24, 2020

Job Title: Marketing Manager
Company: Vancouver Ultimate League (VUL)
Reports to: Executive Director
Work Type: Permanent, Full-time (37.5 hours per week), available immediately

About us: At the Vancouver Ultimate League, ultimate is our way of bringing joy into people's lives. We organize and promote spirited ultimate in Metro Vancouver for participants of all ages, genders and abilities. We are one of the largest ultimate leagues in the world with 6400 members.

The role: The VUL is looking for a talented individual to be our new Marketing Manager! Reporting to Executive Director and with the support of a part-time team, the Marketing Manager is responsible for managing the development and execution of all VUL branding, marketing, and communication activities, and for fostering vibrant and healthy ultimate communities in Metro Vancouver. This is an exciting opportunity for someone who lives locally and is able to work from their home or own office.

About you: You are a creative storyteller, able to connect people with our brand and craft compelling narratives for VUL products and services. You are a leader, marketing specialist, community builder, team player, strategist and doer. You have a versatile, engaging voice, a keen eye for detail, connect naturally with people, and love digging into facts and data. You're driven to seek out new challenges in an evolving and dynamic environment while working with others to achieve shared goals.

To Apply: Send your resume and cover letter to jobs@vul.ca.

Duties & Responsibilities

Note: The role is more than one FTE and expertise in all areas is not required. Part-time coordinators perform some duties based on your skills & interests and VUL requirements (see HR Management).

Strategy & Planning (20%)

- Support the ED and Board to develop the VUL's 5-year strategic plans.
- Identify and clarify needs & wants of our extended community (players, teams, coaches, parents, teachers, partners). Monitor relevant industry, demographic, and cultural trends.
- Work with ED and other managers to develop program strategies for adults and youth.
- Develop marketing and community engagement strategies to support the VUL's strategic goals.
- Manage budgets for all marketing and community programs and events.

Marketing & Communication (45%)

- Create seasonal marketing & communication plans for all programs and events, including goals, methods, resources, schedules, and metrics.
- Clarify and champion the VUL's various brands to ensure effective communication & positioning.
- Lead and execute content strategy for the website, and support the web team to maximize usability of e-commerce functions.
- Lead and execute email strategy, including audience segmentation, list management, software tools, email design, content creation, and reporting/analytics.
- Lead social media strategy for all platforms (Facebook, Instagram, Twitter). Execution is currently handled by our Social Media Coordinator.
- Develop and execute basic online advertising strategy using Google Adwords.
- Coordinate photos and videos of VUL leagues and events.
- Develop signage and printed materials for use and distribution at various promotions and events.

- Coordinate media relations and any PR activities.
- Collaborate with other VUL personnel to support their activities and initiatives.
- Monitor and track performance of key marketing activities, reporting on results and key learnings.

Community (25%)

- Develop fun and creative ways for members and friends to connect with each other and the VUL. Foster relationships with community members to share their stories and help us tell our stories.
- Organize all social events and key annual events (Ultimate Day, Awards Banquet, AGM).
- Develop and manage mutually-beneficial relationships with third-party organizations such as sponsors, suppliers, and other sport organizations.
- Manage all prizes, awards, and merchandise, including product selection, design, inventory, sales, and reporting. Most execution is currently handled by our Merch Coordinator.
- Develop new and alternative revenue sources (e.g. fundraising events or activities).

HR Management (10%)

- Identify gaps in HR capacity and/or opportunities to engage others to support VUL activities.
- Recruit, train, and manage others to support marcom activities, including paid coordinators, skilled volunteers, and general volunteers.
- Current direct reports include 3 part-time coordinators (Social Media, Youth Marketing, Merchandise) and a group of volunteer Event Hosts.

Preferred Qualifications

Note: Few candidates meet all qualifications. If you are missing some, we still encourage you to apply.

Education & Experience

- Minimum of three (3) years of relevant experience in similar roles;
- A diploma or degree in Marketing, Business, Communication, or a related field is preferred;
- Demonstrated experience executing successful marketing and communication campaigns;
- Experience engaging a large and varied community of passionate individuals;
- Experience managing part-time workers and a variety of volunteers;
- Experience playing ultimate and other sports;
- Experience working in a small team and performing a wide variety of tasks.

Skills & Abilities

- Excellent written and verbal communications skills with experience in writing marketing and communications related copy for diverse audiences across multiple platforms;
- Excellent research and analytical skills;
- Able to think critically and strategically when considering varied alternatives and solutions;
- Strong project management skills and able to meet deadlines with minimal supervision;
- Knowledge of a variety of software tools is preferred, including web content management (e.g. Drupal, WordPress), email marketing (MailChimp or others), web and social analytics (Google and Facebook tools), and digital media (e.g. Canva).

Characteristics

- Self-starter: Works independently with little direct supervision;
- Leader: Able to positively influence others to achieve shared goals;
- Professional: Acts and presents in appropriate ways that engenders respect;
- Playful: Seeks to have fun and facilitate others to have fun;
- Inclusive: Ensures that everyone is engaged, heard, and able to participate;
- Organized: Sets priorities, develops a schedule, monitors progress, and records relevant info;
- Collaborative: Creates and maintains effective working relationships;
- Service-oriented: Focused on providing quality customer service.
- Ethical: Behaviour aligns with VUL values and policies.

Working Environment & Term

The Marketing Manager is expected to:

- Provide their own office, computer, and phone, as the VUL doesn't have an office.
- Join other managers in a Vancouver shared office space 1-2 days/week.
- Be available to work some evenings and weekends for various programs and events.
- Have convenient access to a vehicle, and be able to lift packages weighing 20 kgs.

The starting rate will be finalized in early March. Employees also receive a benefits package with health, dental, vacation, retirement, and other perks, plus flexible working hours and the opportunity to work from home. The VULS is an equal opportunity employer.

To Apply: Send your resume and cover letter to jobs@vul.ca. Please note that only qualified candidates will be contacted. See our Jobs page for current status of the application process.

About the Vancouver Ultimate League Society

The VULS is a non-profit society that engages over 150 people each year to serve over 6400 members. Most programs run in Vancouver but we are expanding across Metro Vancouver.

Vision: We envision a future where ultimate is the leading recreational sport. We want everyone involved to have fun, develop skills and character, live healthier lives, and build lasting relationships through spirited ultimate. We aspire to be a vibrant, inclusive and sustainable society, committed to excellence, and a model and resource for other organizations.

Mission: Ultimate is our way of bringing joy into people's lives. We organize, promote, teach, and support spirited ultimate in Metro Vancouver for participants of all ages, genders and abilities. We collaborate with other organizations to foster the growth and development of the sport. We are guided by Spirit of the Game in everything we do.