



Job Opportunity: VUL Marketing Manager

January 18, 2021

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

NOTE: *The position will start with reduced hours (60-80%) but rise to full-time as quickly as possible as COVID restrictions ease this year. Benefits and perks will be included from the start.*

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.

The VUL is looking for a talented individual to be our new Marketing Manager! The M.M. is responsible for managing the development and execution of all VUL branding, marketing, communication, and annual events for both adults and youth, and for fostering vibrant 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.

You are experienced with marketing and communications, able to connect people of all ages with our brands and craft compelling narratives for our products and services. You are a leader, community builder, team player, strategist and doer. You have a versatile and 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 a dynamic environment while working with others to achieve shared goals.

Duties & Responsibilities

NOTE: *In a normal year, the role is more than full-time overall. Part-time coordinators will perform some duties based on your skills & interests and our 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 Adult and Youth ultimate.
- 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.
- Clarify and champion the VUL's various brands to ensure effective communication & positioning.
- Lead and execute web content strategy. Support the web team to maximize usability.
- Lead and execute email strategy, including tools, audiences, lists, design, content, and analytics.
- Lead social media strategy for all platforms (Facebook, Instagram, Twitter). Most of our social media is currently handled by our Social Media Coordinator.
- Lead and execute online advertising strategy.
- Coordinate photos and videos of VUL leagues and events.
- Develop any signage and printed materials for various promotions and events.
- Coordinate media relations and any PR activities.
- Monitor and track performance of key marketing activities, reporting on results and key learnings.
- Develop new and alternative revenue sources (e.g. fundraising) where feasible.



Community (25%)

- Develop fun and creative ways for members and friends to connect with each other and the VUL.
- Organize key annual events (Ultimate Day, Awards Banquet, AGM) and all social events.
- Develop and manage mutually-beneficial relationships with sponsors, partners, and suppliers.
- Manage prizes and merchandise. Execution is currently handled by a Merch Coordinator.

HR Management (10%)

- Manage others to support marcom activities, including part-time coordinators and volunteers;
- Identify gaps in capacity and/or opportunities to engage others to support VUL activities;
- Recruit and manage individuals for new positions, as required.

Preferred Qualifications

NOTE: Few candidates meet all qualifications. If you are missing a few, we encourage you to still 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;
- Experience playing ultimate and other sports;
- Experience executing successful marketing and communication campaigns;
- Experience engaging large and varied communities of people;
- Experience working in a small team and performing a variety of tasks;
- Experience managing part-time staff and volunteers;

Skills & Abilities

- Excellent written and verbal communications skills in various mediums for diverse audiences;
- Excellent research and analytical skills;
- Able to think critically and strategically when considering varied alternatives and solutions;
- Strong time management skills and able to meet deadlines with minimal supervision;
- Comfortable using a wide variety of computer software (web, email marketing, analytics, etc.)

Characteristics

- Self-starter: Works independently with little direct supervision;
- Organized: Sets priorities, develops a schedule, monitors progress, and records relevant info;
- Leader: Able to positively influence others to achieve shared goals;
- Strategic: Considers wider context when considering alternatives and developing solutions.
- Professional: Acts and presents in appropriate ways that engenders respect;
- Playful: Seeks to have fun and facilitate others to have fun;
- Collaborative: Creates and maintains effective working relationships;

Working Environment & Terms

The Marketing Manager is expected to:

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

The full-time starting salary is \$50,000-\$60,000 per year, depending on education, skills and experience. Employees also receive a benefits package with health, dental, 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 serves over 6000 adults and youth. Most programs run in Vancouver but we operate across Metro Vancouver. We are one of the largest ultimate leagues in the world.

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.