



JOB DESCRIPTION

Job Title: Marketing Manager

Pay: \$1-\$15 hour (paid bi-weekly)

Reports To: Executive Director (or Designee)

Position Type: Full Time (40 hours per week), Exempt

Office Hours: M-F, 8:30a-5:00p (with 30 minute lunch period)

Job Summary: The Marketing Manager is primarily responsible for managing the marketing efforts of the Florida Region of USA Volleyball. A certain degree of creativity and initiative is required. Relevant marketing and business experience is a must.

Work Tasks/Responsibilities:

- Oversee the execution of the corporate marketing plan
- Coordinate and write the monthly newsletter (*Vol-eNews*)
- Assist with managing the corporate website
- Coordinate social media campaigns (Facebook, Twitter, Instagram, Snapchat)
- Assist with managing corporate brand awareness
- Prepare corporate press releases and distribute to the media
- Prepare corporate annual report
- Coordinate the preparation of proposals and presentations
- Design & coordinate the annual wall calendar project
- Prepare marketing videos for presentations & social media campaigns
- Utilize graphic design skills in the creation of logos, web/social graphics, flyers, magazine ads and any other promotional materials
- Provide support for sponsors/partners
- Assist with managing the annual awards nominations & awards ceremony
- Manage college scholarship program
- Liaison between the Region and the official media partner of the Florida Region
- Assist member clubs with marketing initiatives
- Support staff both at offsite events and in the Region office

Other:

- Work closely with the Executive Director to assist in managing special projects
- Work indoor and outdoor events as required
- Assist members with registration related issues
- Prepare and send e-mails to our membership as required
- Respond to e-mails in a timely manner
- Assist with other projects as necessary
- Notify management of any concerns that might impact the corporation

Working Conditions: Fast paced environment. Continual overlapping deadlines are common. Individual must be able to multi-task. Most of the work is done inside the Region Office, however, the company runs many events throughout the year that occur on evenings and weekends. This position is required to attend various events as required. Events take place at gymnasiums, public schools, colleges, beaches, outdoor parks and convention centers across Florida. Some out-of-state travel may be required.

Important Note: Due to the nature of the business of the corporation, this position will be required to work nights and weekends throughout the year and will be made aware of these commitments in advance of the respective event.

Expenses Reimbursed:

- travel expenses (mileage)
- lodging
- meals, excluding alcoholic beverages
- cost of job-related seminars
- cost of job-related education, if course work is successfully completed with a grade of "C" or better
- business related phone calls

Holidays/Paid Time Off (PTO):

- Holidays
 - o New Year's Day
 - o Good Friday
 - o Memorial Day
 - o Independence Day
 - o Labor Day
 - o Thanksgiving Day
 - o Christmas Day
 - o Birthday
- Paid Time Off (accrues on a bi-weekly basis)
 - o 1st Year = 1 week of PTO
 - o 2nd Year = 2 weeks of PTO
 - o 5th Year = 3 weeks of PTO

Additional Benefits:

- Health Insurance Reimbursement, \$300 mo.
- Event stipends for weekend work
- 401(k) retirement plan, 2% match

Minimum Computer/Equipment Skills Required:

- Microsoft Office Suite (Word, Excel, PowerPoint, Publisher, Outlook)
- Adobe Applications, including Adobe Premiere for video editing and Adobe Photoshop for graphic design
- Basic website management knowledge
- The ability to shoot and edit HD video using provided camera equipment
- Photography skills

Education Required:

- College Degree (or Equivalent Work Experience)

Basic Skills Required:

- Strong Communication Skills (Oral & Written)
- Good Organizational Skills
- Team Player
- Positive Attitude
- Multi-Tasking Ability
- Initiative & Follow Through
- Conflict Resolution Skills

Position created: September 19, 2017

Deadline to apply: October 6, 2017

New position begins: November 6, 2017

Submit resumes to:

Michele Moriarty, Sr. Business Manager

Florida Region of USA Volleyball

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