



MARKETING AND EVENTS SUMMER ASSISTANT

POSITION TITLE:	Marketing and Events Summer Assistant
POSITION TERM:	Full Time Summer Position (14 to 16 weeks) starting between April 28 and May 6. <i>This position is eligible for ongoing part-time evening and weekend work throughout the year.</i>
LOCATION:	Calgary, Alberta, Canada
REPORTS TO:	Marketing and Communication Manager
REMUNERATION:	\$20.00 Per Hour

ABOUT US

The Calgary Minor Soccer Association (CMSA) is a non-profit organization responsible for governing and organizing leagues, tournaments, and festivals, to grow minor soccer in Calgary. Representing 31 Member Clubs, CMSA is the largest sport organization in Calgary providing year-round activity for over 1,600 youth teams and approximately 25,000 players, in a fun, safe, and inclusive environment.

MISSION

Dedicated to working with our member organizations to develop, organize, and promote opportunities which allow all participants to achieve their full potential in a safe, meaningful, and inclusive environment.

VISION

Elevating and uniting our community through soccer.

POSITION SUMMARY

Calgary Minor Soccer Association (CMSA) is seeking outgoing, organized, and creative individuals to support the association's marketing and events department this summer! The Marketing and Events Summer Assistant will support the Marketing and Communications team in the delivery of key events this summer. In addition, the assistants will be provided with a research project and may be required to support other marketing and office activities.

ABOUT YOU

You don't just like soccer, you love it. You have a passion and desire to work in sport and recreation and enjoy connecting people and building community. With a background in business (specifically marketing or communications), your skill set will contribute directly to helping CMSA raise the profile of soccer in our community, increase participation and support the fulfillment of sponsorship programs and promotions.



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KEY RESPONSIBILITIES

Marketing Support

- With training and direction from the Marketing and Communications Manager, the Marketing and Events Summer Assistant will help manage the 'Street Team' program – CMSA activations within the community promoting CMSA and bringing awareness to the Indoor Season Registration Period. Specific tasks may include:
 - Finding and booking locations for the Street Team
 - Organizing equipment, branding, and onsite activation equipment
 - Representing CMSA on-site during the Street Team activation
 - Capturing quality photos and videos during the activation
 - Completing post-event summaries, highlighting attendance and interactions
 - Support the creation of a plan for future street team activations.
- Other Marketing Tasks may include:
 - Social media posting, monitoring, and responding to comments.
 - Website updates
 - Updating the CMSA media contact list
 - Document formatting.

Event Support

- The Marketing and Events Summer Assistants may also be required to support the planning and execution of events including but not limited to:
 - CMSA 50th Anniversary Golf Tournament and Gala
 - Calgary West Soccer Centre 20th Anniversary Event
 - Servus Credit Union Free Soccer Friday activations
 - CMSA Tournaments (e.g. Calgary Cup, Challenge Cup)
 - Cavalry FC, Stampeders/Hitmen/Roughnecks, World Cup activations

Office Support

- General office duties such as answering phones, filing, processing photo ID cards may be required to support the administrative team.

Research Project

As a resumé builder for the assistants, throughout the summer, during downtime, the Marketing and Events Summer Assistant will be required to work on a research project. The findings of the research will be presented at a staff meeting prior to their final day. Topics to choose from include (each assistant to select one):

1. Best practices around youth sport marketing – research other sports across the globe to see who is doing what.



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2. Sport Parent Guide – research and create one for CMSA.
3. Local sponsorship research / database creation

EDUCATION, EXPERIENCE, AND QUALIFICATIONS

- Completed or enrolled in Sports Marketing/Administration, Business Administration, Management, Marketing, Event Planning, or related field preferred.
- Preference will be given to those 16 years of age or older with a **valid driver's license**.
- **Event planning** and organizing experience is an asset.
- Strong candidates would bring experience/training in **social media** and **photography**.
- **Customer service** experience and confidence in dealing with parents, coaches, referees, players and club technical staff in a professional manner.
- A love of soccer and an understanding of CMSA programs and the soccer structure in Alberta and Canada would be considered an asset.
- High level of proficiency with Microsoft Office applications, especially Excel, Outlook, PowerPoint, Planner, and Word.

SKILLS & REQUIREMENTS

- Must be between the ages of 15 and 30.
- Must be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act [S.C. 2001, c.27]*, and is legally entitled to work according to the relevant provincial / territorial legislation and regulations. International students or people with a work visa are not eligible.
- Must live in Alberta in order to attend an in-person interview in Calgary.
- The ability to lift/carry equipment up to 50 lbs. and assist with equipment setup is essential.
- Demonstrated ability to think critically and make sound decisions.
- Ability to influence and gain support from others through strong presentation and communication skills.
- Ability to work independently with minimal supervision.
- Approachable, adaptable, resourceful, and detail oriented.
- Ability to follow direction.
- Able to creatively solve problems on the fly.



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- Comfortable as part of a team but also confident to work independently.
- Organized and able to multi-task.
- Strong conflict resolution skills.
- Orientation and training will take place upon starting the position.

APPLICATION PROCESS

If you are interested in working with CMSA as the CMSA Summer Marketing and Events Assistant, please email your **RESUMÉ AND COVER LETTER** telling us why you would be an amazing addition to our team to Careers@CalgaryMinorSoccer.com with the subject line **MARKETING AND EVENTS SUMMER ASSISTANT**.

CMSA thanks all applicants for their interest in this job posting, however only those selected for an interview will be contacted. Interviews will be scheduled as quickly as possible based around all parties' availability. The expected start date will be between April 28 and May 6 and will be full time for approximately 14 to 16 weeks. **This position is eligible for ongoing part-time evening and weekend work throughout the year.**

This position will be partially funded by a Canada Summer Jobs (CSJ) grant. In order to qualify for the subsidy, the successful applicant must be between the ages of 15 and 30 at the start of employment. They must be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act [S.C. 2001, c.27], and is legally entitled to work according to the relevant provincial / territorial legislation and regulations. International students are not eligible.*

CMSA is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment regardless of race, religion, colour, national origin, gender, gender identity or expression, sexual orientation, genetics, or disability.

FINAL NOTE

This job description indicates the general nature and level of work expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the successful candidate. The incumbent may be asked to perform other duties as assigned, and effectively manage their time to achieve the desired results. Some evening and weekend work may be required.

At the employer's expense, the successful candidate will also be required to complete a cleared ePIC, including vulnerable sector search, and complete any staff training as a condition of employment.
