



Marketing & Media Manager | Colorado Soccer Association

Job Location:

Denver, Colorado

Position Type:

Full-Time

Contact Name:

Nate Shotts

Contact Email:

nshotts@coloradosoccer.org

Description:

Colorado Soccer Association is the leader in promoting, developing and governing youth & adult soccer, referees and coaches in Colorado: providing quality educational and developmental opportunities for all members.

JOB TITLE: Marketing and Media Manager

MIMINUM QUALIFICATIONS: Marketing/Sports Management degree or equivalent required OR at least 2 years of Sports Marketing experience. Bilingual in English/Spanish is a plus.

MIMINUM TECHNICAL REQUIREMENTS: Proficiency with Squarespace, Microsoft Word, Excel, PowerPoint, Google, Adobe Cloud including Premiere Pro, Photoshop, Illustrator and Acrobat.

PAY: Salary will be negotiable based on experience. Benefits are offered to CSA employees.

JOB SUMMARY: The Marketing and Media Manager is responsible for overseeing all aspects of CSA's Marketing Program, including but not limited to advertising, social media, program/game/tournament signage and recaps, sponsor relations, and media partnerships. The Marketing and Media manager will work with each department within the CSA office to ensure marketing plans are created and carried out for each program/event.

Job Duties and Responsibilities:

Program/Event Marketing

- Work with all departments to create and implement marketing plans and timelines for CSA events and programs including but not limited to State Cup, Presidents Cup, CSA Cup, Youth Soccer Month, Charity Golf Tournament, Colorado Select, AGM, Colorado Super League and other state affiliated events.
- Manage CSA Social Media Platforms.
- Provide coverage and write-ups for assigned state, regional, and national tournaments/events.
- Manage CSA email blasts platform for sanctioned tournaments/camps, etc.

Sponsorship Relations

- Ensure that all marketing/communication related obligations are met for each sponsorship/vendor.

Media Relations

- Manage and maintain relationship with CSA Media Partner(s).
- Create monthly and yearly schedule ensuring that content is even and consistent throughout the year.
- Identify/create human interest stories to be featured on news outlets and CSA channels.

Graphics/Website

- Create graphics, logos, and other needed designs for leagues and programs.
- Maintain CSA website and update content.

Promotion Management

- Create carry out promotional events/ideas that create excitement and involvement of CSA members.

How to Apply

- Interested candidates are encouraged to send a cover letter and resume to Nate Shotts, CEO. nshotts@coloradosoccer.org