

Inspiration, Opportunity, Legacy

Title: Marketing Manager, Professional Women's Soccer Team

Halifax, NS

The Organization

The Atlantic Women's Football Club (AWFC) is building a club in Halifax that will compete in a newly created Canadian professional women's soccer league, which is the only tier one women's soccer league in Canada. As one of the founding teams in this league, our guiding principles are: Inspiration, Opportunity and Legacy.

The AWFC, which is a sporting and entertainment company, will be a prominent club known for its excellence both on and off the pitch. With a commitment to strategic initiatives, integrity and community engagement, we are seeking a Marketing Manager to help drive our company and club to success.

The Role

As the Marketing Manager, you will play an integral role in the execution of the club's marketing strategies to enhance our brand presence, drive engagement, and maximize revenue opportunities. This position requires an individual with a can do attitude who has a strong understanding of digital marketing.

Responsibilities

- Collaborate with the overall marketing team to develop an overall brand and marketing strategy (digital & traditional) to inform an eventual content calendar and support in all executions.
- Work with the Director of Marketing to develop a quarterly content calendar that will guide the overall team to deliver an omni-channel marketing strategy.
- With the support of the Director of Marketing and various colleagues on the team, you will be responsible for the execution of all deliverables on the content calendar.
- An example of said deliverables are the following:
 - Developing content/copy in collaboration with the Brand Designer for both organic & paid social.
 - Filming and developing video content for TikTok, Reels and Youtube
 - Scheduling & posting both organic and paid social on all relevant platforms
 - Match day posting: starting 11, score updates, substitutions, play by play, etc.
 - Email marketing campaign planning, audience management, copywriting, developing & deployment.
 - Community management of all social platforms: engaging with users and replying to frequently asked questions
 - Execution of Search Engine Marketing: Google Search and PMAx
 - Google Business Profile listing & management

- WordPress content editing: working closely with the Brand Designer and Director of Marketing to make timely content edits in relation to the content calendar, including the development of campaign landing pages.
- Working with the Brand Designer to develop any necessary print assets on time for vendors
- Working with the events team to support the execution of all Club owned events.
- Work with the Director of Marketing to develop and maintain a quarterly and monthly report on all marketing efforts (organic & paid social, digital direct, SEM and website analytics)
- Work with the Sponsorship Account Manager to ensure the timely completion of all Sponsor deliverables that impact the Marketing team
- Collaborate with the marketing team to develop strategic community & match day activations to support awareness and ticket sales
- Work with the Director of Marketing on persona development, user & consumer consumption habits, market trends etc and update overall marketing strategy accordingly.

Qualifications

- Minimum of 1-3 years of experience in digital marketing
- Proven track record of developing and implementing successful campaigns & initiatives
- Experience with content planning & scheduling
- A strong understanding of Facebook, Instagram, X, TikTok, and Youtube
- Excellent communication and copywriting skills with the ability to effectively collaborate with cross-functional teams.
- Highly organized with strong project management skills and the ability to manage multiple priorities in a fast-paced environment
- Flexibility to work evenings, weekends and holidays as required by the demands of the sports industry.
- A passion and understanding for the game is an added bonus.

Skills & Attributes

- Ability to be hyper organized and multitask/prioritize
- Have a can do attitude with an entrepreneurial mindset and working style
- Show desire to build and grow a business from the ground up
- The desire to create something that will leave a mark on our community, country and world.
- Showing belief in the growth potential of this movement and business
- Wanting to create a world that inspires young girls and women to pursue their talent within their own country
- Belief in that this initiative will leave a legacy for future generations to come.

Benefits

- We will be offering a competitive salary and benefits package.

- Hybrid working environment, 3 days in the office, with more face time needed during the season.
- A unique opportunity to grow personally and professionally within the organization.
- Travel and networking opportunities within the soccer community.
- The opportunity to lead and shape the future of the national soccer team.
- Impactful role in promoting national pride & unity through sports.