

Minnesota Youth Athletic Services
1011 Osborne Road NE; Spring Lake Park, MN 55432



Marketing Coordinator
Full Time Position

ABOUT MINNESOTA YOUTH ATHLETIC SERVICES

Minnesota Youth Athletic Services, Inc. (MYAS) was originated in 1991 as a 501(c)(3) nonprofit organization dedicated to improving the delivery of youth sports services to young athletes, coaches and parents. The MYAS is Minnesota's largest multi-sport organization focused solely on youth athletics with more than 150,000 kids participating in our programs and services annually. MYAS is a central clearinghouse for youth sports, serving as an information channel linking hundreds of youth associations, coaches and thousands of parents.

SALARY/HOURS/LOCATION

Salary commensurate with experience with opportunities for advancement based on performance.

- Office hours are Monday through Friday (37.5 hours per week)
 - Flexibility to attend weekend tournaments, leagues and events, a plus
 - Standard hours are 8:00am to 4:30pm, some flexibility negotiable
- This is not a remote position; expectation is office hours will be at our office in Spring Lake Park, MN.

BENEFITS

- Medical and dental insurance Life/LTD
- Flexible benefit plan
- Supplemental insurance
- SIMPLE IRA retirement plan; company matches up to 3%
- PTO; nine paid holidays + two personal days/year
- Longevity bonus
- Team bonus potential

RESPONSIBILITIES

- Responsible for marketing, branding and communications for all MYAS brands; including but not limited to websites, social media, printed materials, email communications, point of presence signage, apparel, etc.
- Responsible for ongoing development and maintenance of clear marketing, brand and communication guidelines
- Responsible for collaborating with team members weekly to review marketing plans and make necessary adjustments
- Responsible for creating assets to enable team members to execute on marketing and promotion efforts where appropriate
- Other duties and responsibilities as assigned to help in the success of the organization that are aligned with skills and experience required for this position



ACCOUNTABILITIES

- Accountable for collaboration with all departments to understand and fill capacity for programs and services.
- Accountable for surveying parents, coaches, players, instructors, fans, etc. to create improved brand perception and brand recognition
- Accountable to ensure that communication and messaging achieves defined goals for the MYAS brand and its many other brands inside the programs and services.
- Accountable for developing a brand score card that monitors recognition and perception amongst users and non-users in target markets
- Accountable for demonstrating improved performance of marketing branding and communications efforts
- Accountable for development of by channel metrics for achieving goals.
- Accountable for keeping an internally accessible marketing calendar that is always up to date
- Accountable for providing a monthly performance report that monitors reach and engagement of efforts other brands of MYAS such as Trusted Coaches, Trusted Officials, Wisconsin Sports Services and Rising Stars.

REQUIRED EXPERIENCE

- Bachelor's Degree in Business, Management, Communication or Marketing
- Experience in project management with multiple team members
- Experience working with individuals with varying levels of education, social and economic backgrounds, and diverse perspectives
- Strong and diverse set of communication skills with audiences of varying size, in person and / or online
- Experience in working with online software and the ability to identify opportunities for improvement in the user experience
- A passion for sports and the potential impact that it can have on youth participants

PREFERRED EXPERIENCE

- Experience managing social media accounts
- Experience managing email marketing platforms and communications
- Advanced Degree in Business, Management, Communication or Marketing
- Experience working in youth sports in any capacity (coach, official, administrator...)
- 1-3 years of professional marketing experience

HOW TO APPLY

Send cover letter, resume, any letters of recommendation and other documentation to Matt Feyen by email at mf@myas.org

THE CLOSING DATE FOR THIS POSITION IS **FRIDAY, APRIL 29, 2022.**

MYAS does not discriminate based on gender, race, color, creed, national origin, religion, age, disability, sexual orientation or marital status in employment or the provision of services.