



IMPACTCITYFC
CHANGE THE GAME

Position Contract Marketing & Development Coordinator

Reporting Structure:

- Direct Supervisor: Director of Coaching
- Department Supervisor(s): Marketing Director & Development Director
- Collaborates With: Associate DOC/Program Coordinator, Club Administrator, Team Manager, Team Coach

Position Classification:

- Contract role (1099)
- Position is evaluated on results, with an estimated average time commitment of 15–20 hours per week, with seasonal fluctuations up to approximately 40 hours during peak periods.

Purpose:

The M&DC supports club growth and financial sustainability through local marketing, community engagement, fundraising, and sponsorships, focusing on getting players to the field and increasing generosity from local sponsors.

Results to Be Achieved

- Help drive club growth to 1,000 players through strategic marketing initiatives.
- Execute fundraising events that meet or exceed the annual profit target.
- Secure local corporate sponsorships that meet or exceed the annual revenue target.
- Build community relationships that increase awareness and participation in ICFC programs.
- Maintain weekly social media activity and complete a monthly website review to ensure content stays current.



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Work Listing

A. Development Responsibilities

- Lead and organize local fundraising events.
- Ensure fundraising events meet or exceed annual profit goals.
- Prioritize participation from external (non-club family) community members in events
- Lead and delegate to location staff on event logistics and administrative needs.
- Identify and secure new local business sponsorships to meet annual sponsorship goals.
- Ensure sponsors select approved sponsorship packages and sign agreements.
- Follow up with donors after fundraising events.
- Proactively pursue sponsor meetings and networking events.
- Maintain clear and consistent communication with supervisors on sponsorship and donor activity.

B. Marketing Responsibilities

- Build and maintain relationships with preschools, elementary schools, churches, and community partners in collaboration with the Program Coordinator.
- Promote Juniors, Club Teams, Tryouts, and Camps through these networks.
- Create and manage content for location social media accounts.
- Post a minimum of one piece of content per week on all required platforms.
- Maintain brand alignment and drive audience engagement through comments and direct messages responses.
- Conduct a monthly website review and make necessary updates or submit edits to the Marketing Director as needed.
- Provide video and photography support at HQ and location's request.
- Attend Tryouts, Welcome Week, Camps, July Annual Summit, and other required events.
- Participate in location, departmental, and weekly All Staff meetings.



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Standards for Evaluation

Position-Specific Standards

- Fundraising events meet or exceed annual profit goals.
- Corporate sponsorship revenue meets or exceeds annual targets.
- Establish relationships with 5 preschools, 5 elementary schools, and 5 churches that generate player leads and drive participation in ICFC programs and teams.
- Social media: Minimum of 1 post per week per location social media account.

Company-Wide Standards

- The totality of your life should reflect a life seeking to honor God.
- All work will be performed according to club policies and standards, in the spirit of ICFC's vision—protecting and promoting the Vision & Culture of Impact City FC.
- All emails and phone calls, both internal and external, should be returned within 48 business hours.
- All proprietary company information will be held strictly confidential outside the organization.
- Immediate supervisor must be notified of any issues that cannot be resolved, or any deadlines that cannot be met, within a reasonable timeframe and before the deadline arrives.
- Participate in all assigned staff meetings.
- Provide Exceptional Care & Remarkable Quality at all times to all people internally and externally.



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Sponsorship Compensation Structure

The ministry of Impact City FC is fueled by the resources entrusted to us. As the Marketing & Development Coordinator, you play a critical role in driving people to the field and financial resources to the organization.

How It Works

- Sponsorship targets are set annually in the budget.
- The M&DC receives 20% commission on new or renewed sponsorships, payable only after the payment is received.
- Commission payouts occur twice yearly:
 - **January 30** (covering July–December)
 - **July 30** (covering January–June)

Requirements

- Applies to new or renewed sponsorship contracts signed after July 1, 2025.
- Sponsor must sign a contract and select an approved sponsorship package.
- Custom sponsorships may be eligible pending Compensation Committee review.
- If the contractor leaves before payout, commission is forfeited.
- Commission applies only to sponsorships—not local fundraising events (i.e. Meals to Mission, Golf tournament, or third-party fundraising events).



Non-Compete Agreement

To protect the ministry, relationships, and intellectual property of Impact City FC, the M&DC agrees to the following:

1. Non-Solicitation of Sponsors & Donors

For two (2) years after separation, the M&DC will not directly or indirectly pursue, solicit, or engage any ICFC sponsor, donor, or prospective sponsor/donor.

2. Geographic Scope

Restrictions apply to national sponsorships and local sponsorships within a 75-mile radius of any ICFC location where the M&DC worked or cultivated local sponsorship relationships.

3. Non-Competition in Similar Roles

For 12 months after separation, the M&DC agrees not to engage in similar fundraising, sponsorship, or marketing roles with organizations reasonably considered competitive with ICFC (youth sports, soccer clubs, sports ministries, etc.).

4. Intellectual Property & Confidential Information

Sponsor lists, donor data, marketing strategies, and all proprietary information remain the property of ICFC and may not be used or shared at any time—during or after employment.

5. Enforceability

These provisions are intended to be reasonable, necessary, and enforceable. If any provision is deemed invalid by law, the remaining provisions remain in effect.



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STATEMENT OF FAITH

The Bible

2 Timothy 3:16-17 | 2 Peter 1:20-21 | Proverbs 30:5 | Romans 16:25-26

The Bible is God's Word given to us. It is a true story of love and redemption. It is the final authority in determining all doctrinal truths. Written by human authors, inspired by God, the Bible is infallible and inerrant. Because it is inspired by God, it is the ultimate source of truth and is relevant to our everyday life. We align our lives to Scripture rather than to our opinions, feelings, or popular political arguments. Scripture is clear on God creating humanity as male and female, that God values life, and has designed marriage to be between one man and one woman.

The Trinity

Colossians 2:2-3 | 1 John 5:7 | Genesis 1:26 | Matthew 3:16-17, 28:19 | Deuteronomy 6:4 | Hebrews 3:7-11 | Isaiah 9:6 | Luke 1:35

God has existed since the beginning of time. He exists as three persons—Father, Son, and Holy Spirit. Even though each member of the Trinity serves different functions, they each have equal power and authority.

The Father

Exodus 3:14 | Numbers 23:19 | Leviticus 11:44-45 | Psalm 11:4-6 | Colossians 1:16-17

God is all-powerful, all-knowing, ever-present, and He never changes. He is holy, and He deserves all of our trust because He is faithful to His promises. He is a loving, compassionate Father and wants a relationship with His children.

The Son

Isaiah 7:14 | Matthew 1:18-23 | Romans 5:8 | John 3:16 | John 14:6

God loved people so much that He sent Jesus, His Son, to earth to give us a visible picture of God. Jesus Christ is completely human and completely God. Born of a virgin, He lived a perfect life and offered Himself as the perfect sacrifice for the sin of all men by dying at the cross. But He didn't stay dead! He resurrected—rose up—from death to demonstrate His power over sin and death. Because of this, we can have a relationship with God and we can live our lives with destiny and purpose. Salvation can be found in no one and nothing else.



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The Holy Spirit

1 Corinthians 2:12, 3:16 | 2 Corinthians 3:17 | John 16:7-13 | John 14:16-17 | Acts 1:8 | Ephesians 1:13, 5:18 | Galatians 5:25 | Hebrews 2:4 | Romans 1:11, 12:4-8 | Ephesians 4:16 | 2 Timothy 1:5-16, 4:14 | 1 Corinthians 12:1-31, 14:1-40 | 1 Peter 4:10

Soon after Jesus rose from the dead, as promised by God the Father, Jesus sent His Holy Spirit to empower the church and give spiritual gifts. The Holy Spirit assures us of our relationship with God. He guides us into truth, comforts us, and convicts us of sin when we get off course. The Holy Spirit is demonstrated through a variety of spiritual gifts to build and sanctify the church and confirm the power of the Gospel. These gifts always operate in harmony with the Scriptures and should never be used in violation of Biblical guidelines.

Eternity

John 3:16 | 1 John 5:11-13 | John 14:2-3 | 1 John 2:25 | Romans 6:23 | Revelation 20:15

We were created to live forever, not just a few short years on earth. Our forever can be spent in Heaven with God when we choose to have a relationship with Him through His Son, Jesus. Or we can choose to reject Him and be separated from Him forever. Heaven and Hell are real places in eternal existence.

Signatures

I accept the accountabilities of this position and agree to produce the results, perform the work, and meet the standards set forth in this Position Contract in alignment with the Statement of Faith.

Marketing & Development Coordinator

Date

Supervisor

Date
