



Marketing and Events Coordinator

Location: Based in Winnipeg, Manitoba

Reports to: Executive Director, Volleyball Manitoba

Position Type: Full Time

Organization Overview:

Volleyball Manitoba (VM) is the governing organization for the sport of volleyball in the province. Our mission is to lead and support the growth and excellence of volleyball in Manitoba. Incorporated in 1977 as a non-profit association, VM services the needs of its membership, which includes athletes (high performance, developmental, and recreational), coaches, and officials.

Job Summary:

We are seeking a dynamic individual with volleyball experience, strong communication and interpersonal skills, a positive attitude, and an outgoing personality to provide leadership and support in various communication, event, and program activities within Volleyball Manitoba. Working in a team environment, this position will be an integral part of a small and highly motivated team of professional staff and committed volunteers, helping to grow our organization and the visibility of our sport and brand through the planning of successful events and communication initiatives.

Primary Responsibilities:

Communication:

- Manage and maintain the website and social media platforms, including content development.
- Create promotional materials and manage social media campaigns.
- Develop and execute marketing strategies to promote events.
- Learn and use Volleyball Manitoba's communication platform for creating event registration, general communications, and targeted marketing.
- Develop and deploy membership communication through regular Volleyball Manitoba electronic newsletters, eblasts, and social media.
- Develop and execute registration systems and processes, ensuring a smooth experience for attendees and participants.
- Integrate technology solutions to enhance the attendee experience, such as event apps, virtual platforms, and interactive elements.
- Build and maintain relationships with key stakeholders, sponsors, and partners.
- Negotiate and manage sponsorship agreements and deliverables.



Event Planning and Coordination:

- Develop comprehensive event plans, timelines, and budgets.
- Coordinate all logistical aspects of events.
- Identify, negotiate with, and manage relationships with vendors and suppliers.
- Lead and manage event staff and volunteers, providing clear instructions and support.
- Serve as the primary point of contact during events, handling any issues or emergencies that arise.
- Ensure events run smoothly and on schedule.
- Ensure all events comply with relevant regulations, permits, and insurance requirements.
- Identify potential risks and develop contingency plans to mitigate them.

Merchandising, Uniforms, and Prizing:

- Manage merchandise program including for the purpose of revenue generation, prizes, and program uniforms.
- Oversee ordering process, design, budgeting, and distribution.

Administration Support:

- Assist Executive Director in administrative tasks

Qualifications / Expertise:

- University or College degree in Recreation Management, Sport Administration, Marketing, Communications, or a related field.
- Working knowledge of the sport of volleyball.
- Computer literacy, including website and social media management experience.
- Familiarity with design programs such as Canva.
- Experience in event or program management and delivery, including revenue generation initiatives.
- Proven ability to work within a team environment with staff and volunteers.
- Strong organizational and time management skills with the ability to set priorities, multi-task, and meet deadlines.
- Experience with not-for-profit organizations such as local, provincial, or national sport organizations is an asset.

Additional Requirements:

The role involves some evening and weekend hours, as well as occasional travel throughout the province. A driver's license is required.

To Apply: If you thrive in a fast paced, consensus driven, results orientated environment and if you think this position may have potential for you, please send your:

1. Cover letter
2. Resume



In your cover letter, please (briefly) outline the following three items:

- Knowledge of the sport of volleyball
- Relevant work experience and education
- Based on your qualifications, why you are a good match for this role

If you do not provide a cover letter, your resume will not be read.

Please forward, by email your cover letter and resume to the attention of:

Volleyball Manitoba Selection Committee - Marketing and Events Coordinator
Care, of the Executive Director at coralee@volleyballmanitoba.ca

We would like to thank all applicants in advance for their interest in us. We will be contacting the most suitable candidates by email.

We encourage diversity and look forward to applications from all qualified individuals. All applicants must be able to work in Canada.

