



**Title:** Marketing Coordinator

**Workplace Type:** Remote

**Job Type:** Full-time

**Employee Location:** Canada

***Sportball – spark a lifelong passion for staying active***

*Since 1995, Sportball has been the leader when it comes to teaching kids the FUNdamentals of sports. With over 60,000 annual participants, playing eight sports in three countries, Sportball's impact on physical literacy and confidence in play continues to grow each year. Along with our Franchise Partners, Sportball is proud to be recognized as a leader in childhood development through sports.*

**About the opportunity:**

Sportball, North America's leading franchisor of youth organized multi-sport programming, is looking for an up-and-coming marketing professional to contribute to an exciting new chapter at our organization. As a Marketing Coordinator for Sportball, you will support the Head of Marketing and have the opportunity to execute the brand vision and go-to-market strategy, while working closely with our leadership and team of franchisees to bring your ideas to life. One part strategic, one executional, and one creative, this is a unique opportunity to join a small, entrepreneurial team and shape the future of a mission-driven, international brand with a distinct community culture and feel.

**Position requirements:**

- Bachelor's degree or equivalent experience
- 1 - 3 years' experience in marketing/brand management or agency
- Excellent written and verbal communication skills (English); French is an asset
- Ability to manage multiple priorities
- An interest in sports and living an active lifestyle - we practice what we preach!

**Who you are:**

- You identify with our brand because you live it - you're an enthusiastic go-getter, a true team player and an all-star human with a passion for youth



development and sports. You get what we would say and wouldn't say, do and wouldn't do, where we would and wouldn't show up and are excited by the idea of bringing our master vision to life.

- Learning new things doesn't scare you, it excites you! You certainly don't have all the answers but you are resourceful by nature and can figure out how to find them and know when to ask for help. You like finding ways to add value with the tools at your disposal.
- You've got natural creative flair, a good eye for design and a brain that's always coming up with fresh new ideas. You enjoy creating content that connects with the heads and hearts of customers (familiarity with our target is an asset!). Strong communication and creative writing skills are non-negotiable.
- You also want to understand if your ideas work in real life. You enjoy digging into the data to uncover customer & business insights that will help us create marketing plans with impact.
- You have some relevant marketing/client experience (1-3 years) and are eager to learn and grow.

### **Responsibilities:**

- Act as a steward of Sportball's brand, ensuring consistency across markets.
- Support the Head of Marketing in the planning and implementation of masterbrand activities, such as:
  - Campaign development
  - Marketing calendar management
  - Content creation (email, social, blog, website, etc.)
  - Management of freelance service partners
  - Website maintenance and enhancements
  - Coordination of brand collaborations and partnerships
  - Management of marketing tools & assets
  - Campaign measurement & reporting
  - Budget management
- Ensure that our network of franchisees have access to marketing assets, systems, resources and guidance to help them grow their local businesses.
- Support marketing efforts for Sportball's corporately owned locations (GTA & Calgary) including the planning, execution and measurement of marketing campaigns and activities to achieve growth targets.



- Collaborate with the franchisor marketing team to share assets, strategies and learnings to enhance Sportball's overall marketing efforts.

**The fine print (\*PLEASE READ BEFORE APPLYING\*):**

Please email your cover letter & resume to [careers@sportball.com](mailto:careers@sportball.com). Failure to do so may result in your application being overlooked. We appreciate your understanding that only successful candidates will be contacted.