



Job Title: Marketing Manager & Special Events Coordinator

To apply for this position, please send a cover letter highlighting how your skills and qualifications would be an asset to NCFC Youth, your resume, and any other materials you like to include in your application to Katharine.Eberhardt@NCFCyouth.com. Only applications that have at least a cover letter and resume will be reviewed.

Our Company: North Carolina FC Youth is home to more than 13,500 players and their families. NCFC Youth coaches and supporters extend this network to hundreds of more individuals and corporate entities. Established in 1974, our non-profit organization, in collaboration with the professional North Carolina Football Club, is the largest youth-to-professional club in country. Frequently recognized as an innovative leader in full service soccer programming, our mission is to provide positive, high quality soccer opportunities at all levels of play for youth and their families and to serve as a valuable community partner.

The Position: The Marketing Manager & Special Events Coordinator is an integral part of the development team, working collaboratively in leading NCFC Youth toward its long-term vision of being the best youth soccer club. This cross-functional role requires strong interpersonal skills, a team player mentality, analytical skills, and the ability to apply data to decision-making. This person will collect and use consumer and program data to build and execute annual marketing plans in line with club goals and provide input for club decisions. This person will ensure that key aspects of NCFC Youth's marketing plan are effectively implemented, documented and maintained. Additionally, this person will coordinate all aspects of NCFC Youth's off-field special events (e.g., fundraisers, college signing night, etc.). This person will also act as an ambassador of the NCFC Youth brand through meetings and community appearances.

Based on the new hire's fit within the department and skillsets, this position has the opportunity for growth and refinement to make our department more efficient and to better serve our organization.

Salary: commensurate with experience; company benefits include fully covered employee health, dental, and vision insurance; 401k match; opportunity for annual bonus and/or raise

Essential Functions:

- This person will have primary responsibility for the following areas: brand management, marketing, and advertising
- This person will also play a lead role in helping to coordinate special events including but not limited to fundraisers, club promotions, events for families, and more.
- Build a highly respected reputation by ensuring NCFC brand is represented professionally across all platforms and is recognized on a local, regional, and national level
- Oversee creation of comprehensive, strategic, and effective marketing plan(s) for all soccer programs, supplemental programs, and tournaments to achieve club and program goals including but not limited to increased registration, retention, awareness, education, and/or program enhancements
- Identify and execute tactics to achieve marketing plan goals – tactics include but are not limited to social media ads, google ads, print media, digital media, direct mailers, flyers for distribution, internal newsletters/flyers, etc.



- Manage integration and evaluation of marketing plans and tactics across all programs and ensure all are working towards achieving predefined goals
- Determine marketing budget to support all revenue generating programs proportionately and if needed, and clearly communicate plan to program directors
- Adapt budget and marketing plan as needed throughout the year to help reach goals
- Create a two-way, collaborative working environment with program directors to determine marketing tactics, areas of focus, etc.
- Create and support internal marketing needs and enhancements as determined (e.g., graphic design, flyers, video creation, communication support, content updates, etc.)
- Be the expert on our consumers –players, families, stakeholders, etc. – and support a cohesive communication plan and communication tactics to reach specific markets to drive revenue, share relevant information, and/or retain players/families
- Liaison between NCFC Youth and NCFC to maximize and leverage youth-to-pro opportunities that differentiate us from our market competitors and add value to our families while adding value to the professional club (ticket sales/attendance, player appearances, in-game experiences, etc.)
- Plan, coordinate, and execute special events within budget. Examples include fundraisers, special events for players, coaches, or families, holiday parade participation, community events, and more
- Assist Business Development Director in sponsor procurement, sponsorship sales, and fulfillment
- Incorporate relevant partnerships and sponsorships into marketing elements as appropriate and support partnership contract fulfillment as needed
- Help fulfill hosting requirements for events including but not limited to NCAA College Cup, ACC Championships, or similar
- Work with Digital & Social Media Coordinator to execute unified and cohesive marketing tactics, creative content, and communication across all internal and external marketing / communication platforms and programs
- Support other NCFC Youth programs as needed

Qualifications/Competencies:

- Bachelor's Degree or higher Required
- Degree in Marketing, Sports Marketing/Management, Communications, or Similar Field Preferred
- Basic understanding of youth soccer landscape preferred
- Experience managing business social media accounts preferred
- Graphic Design experience preferred

Knowledge, Skills, & Abilities

- Proficient in Adobe Creative Suites programs (Illustrator, InDesign & Photoshop);
- Proficient in Microsoft Office suite programs;
- Basic knowledge in HTML, css preferred;
- Advanced understanding of Google Analytics;
- Experience with Google Ads, Social Media Ads, and other print/digital advertising platforms



Job Type Requirements:

- Fulltime; salaried position.
- Typical work hours are 9am – 5pm, but it is expected that this individual will work from home as needed and put in extra hours inside and outside the office to fulfill all job requirements.
- Must have ability to work some weeknights and weekends for youth soccer games, special events, and other event support

Work Environment/Travel/Physical Demands:

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- Most of this person’s job is conducted in the office, but occasionally, work will require this employee to attend outdoor youth sporting events during all seasons, including extreme temperatures and inclement weather, to fulfill job responsibilities and event support
- Physical demands: bending, sitting, lifting, and event set-up

Background Requirements

- Requires a background check upon offer

Affirmative Action Plan/Equal Employer Opportunity:

- NCFC Youth provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.
- This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.