

Spencer Soccer Club, Inc.

Job Title: Vice-President of Marketing, Communications, and Fundraising	Job Grade: Volunteer
Area: Marketing, Communications, and Fundraising	Reports to: Senior Vice President of Operations
Revision Date: 6/6/11	Term: 2 years / Election in odd numbered Years

Position Overview

The Vice President of Marketing, Communications, and Fundraising shall be responsible for the Marketing, Communications, and Fundraising Branch of the Spencer Soccer Club. He/She shall supervise the actions of the Director of Fundraising and Events, Director of Advertisement, and Director of Mailings and Distribution.

Essential Job Functions

- Be in accordance with the Spencer Soccer Club Constitution and By Law
- Oversee all responsibilities of reporting directors
- Create, develop, and monitor the Marketing, Communication, and Fundraising strategy and plan
- Act as point of contact for all contracts relating to Marketing, Communications, and Fundraising
- Maintain current knowledge of league and registration deadlines to ensure timely communication with all members
- Develop and approve Spencer Soccer Club letterhead and stationary templates
- Develop and monitor relationships with community business and other sponsors
- Develop and approve surveys and other direct mailings
- Develop and approve advertisements
- Coordinate Marketing, Communication, and Fundraising branch information and communication between reporting directors and other members of the Board of Directors (BOD)
- Ensure all Marketing, Communications, and Fundraising dates and deadlines are completed timely according to the Spencer Soccer Club Master Schedule
- Develop an annual budget of estimated expenses

Non-essential Job Functions

- Conduct all essential job functions and requirements for any vacated or unresponsive reporting director position
- Make recommendations to the BOD for removal of Reporting Director if such removal is in the best interest of the SSC.
- Complete other special assignments, which, from time to time, may be given by the President, Senior Vice President, or BOD

Requirements

- Attend Board of Director (BOD) meeting
- Communicate a summary of Reporting Directors to the BOD monthly
- Present Marketing, Communication, and Fundraising strategic planning motions to the BOD

Requirements (cont.)

- Present a written summary to the membership at the Annual General Meeting detailing the current years fundraising, event, donations, and pledges activity and a summary of planned events for the next soccer year
- Develop standardized forms and requirements for sponsorship, donations, and pledges
- Develop and maintain volunteers contact list, commitment status, and availability
- Seek out new businesses and sponsors to provide support to the Spencer Soccer Club
- Create and implement marketing materials used to promote the Spencer Soccer Club and used to showcase our organization to potential sponsors
- Obtain budget estimates from all reporting directors to develop and submit an annual budget request

Other Skills/Abilities

- Intermediate understanding of Microsoft Word and Excel
- Intermediate understanding of web-browser functionality
- Some public relations/writing experience
- Excellent grammar and attention to detail
- Access to a computer and internet

NOTE: This job description is not intended to be all-inclusive. Volunteers may perform other related duties as negotiated to meet the ongoing needs of the organization.
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