

EASTERN PENNSYLVANIA YOUTH SOCCER

Position Description

MARKETING AND COMMUNICATIONS SPECIALIST

Position Summary:

The principle responsibility of this position is to work with the senior staff on all state association-managed programs and events. In addition to internal events and programs, the position will also work closely with all constituents: leagues clubs, and strategic partners, to maximize activation and exposure of programs. This position will be a daily point of contact for our marketing partnership with the Philadelphia Union. The position will report to the chief executive officer.

Responsibilities and Duties:

- Assists the CEO, Director of Coaching and other program managers, committees, partners, and event organizers on all public relations activities;
- Develop and manage all communications platforms for the organization
- Manage website and all web related activities including html newsletters, email databases, social media and streaming video
- Serve as primary editor for all publications and collateral material
- Interface with printers, graphic designers and publishers
- Develop content for internal and external print and electronic publications
- Write press releases, advertising and program copy, brochures and other items as necessary;
- Develop photography and video resources
- Source, update and maintain mailing lists for programs and events;
- Manage selected on-site event operations;
- Assist in the compilation of overview reports;
- Assist in the management of press release mailings and newsletters through all channels;
- Prepare monthly, quarterly informational and statistical releases;
- Provide research assistance to the staff and membership;
- Provide assistance, technical and educational to member associations;
- Assist in communications of event operations and PR activities to appropriate staff;
- Serve as liaison to Philadelphia Union for marketing and communications needs`
- Other duties as required and assigned

Required Qualifications:

- Bachelors degree in a related field and 2-3 years professional experience in sports or event public relations;
- Experience in sports or related industry, experience with soccer highly preferred.
- Excellent organization skills and attention to detail;
- Ability to handle multiple projects;
- Excellent written and oral communication skills;
- Knowledge of media industry;
- Knowledge of photography and videography
- Ability to work independently as well as within a team; self-starter;
- Willingness to travel and work on weekends a must;
- Knowledge of HTML and website/internet functions;
- Knowledge of Microsoft Office, Quark Express , Photo Shop or Illustrator

Salary commensurate with experience. The position will report to the Chief Executive Officer and work in the headquarters of Eastern Pennsylvania Youth Soccer in Horsham, PA. Please submit letter of application, resume and three references to Chris Branscome, Chief Executive Officer, Eastern Pennsylvania Youth Soccer; 2 Village Rd. Horsham, PA 19044 or email to info@epysa.org. Deadline for applications is February 26, 2010 or until position is filled. No phone calls please.

For over 35 years, the **Eastern Pennsylvania Youth Soccer Association (EPYSA)** has worked throughout the Delaware Valley to promote, foster and perpetuate the game of soccer to the region's youth. Through competitions, educational programs, workshops and coaching clinics, **EPYSA** annually impacts the lives of over 130,000 youth soccer players from ages five to 19. Additional information about **EPYSA** is available at <http://www.EPYSA.org>.