



OAKVILLE GIRLS SOFTBALL ASSOCIATION

ROLES AND RESPONSIBILITIES

DIRECTOR OF MARKETING

Reports to: President

Position Overview:

Under the direction of the President, the Director of Marketing oversees the OGSA's global branding & promotional strategy by implementing compelling marketing, communications and brand strategy that will elevate the reputation and ultimately stimulate registrations toward the OGSA.

Key Responsibilities:

- Produce positive messaging that engages and motivates prospective players registrations
- Collaborate with multiple departments and programs to support registration, fund-raising, and sponsorship goals in alignment with the OGSA's strategic priorities
- Implement direct marketing, social media and production of promotional collateral for all OGSA divisions and program initiatives
- Adhere to OGSA Branding standards to maintain a consistent, recognizable advertising campaign
- Conduct annual review of Development initiatives and performance within the OGSA divisions
- Make recommendations for improved program performance based on LTPD Best Practices

Qualifications & Skills:

- Background in business, marketing, communications, public relations or related field
- Experience with market research, analytics, marketing strategy preferred
- Well-versed in contemporary digital and social media
- Leadership experience including supervision (1-10 employees)
- Self-managed: Organized and able to work with minimal supervision
- Knowledge of basic website development an asset
- Excellent oral and written communication skills



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Intangibles:

- Ability to conceptualize, design, implement, and evaluate marketing/communications strategies
- Able to identify cost-effective opportunities to evolve the marketing/brand-related initiatives
- Willingness to master contemporary social channels and embrace emerging technologies
- Desire to remain up-to-date on relevant on related Softball marketing/communication initiatives
- Able to employ a cooperative approach to advising OGSA Board members on Marketing initiatives
- Demonstrate a capacity for identifying opportunities to refine policies & practices

Time Requirement:

- This is an 6-8 month continuous volunteer position
- Peak in-season period is October to March
- Peak off-season period is April to September
- Min/Max peak hours 1/5 per week
- Will require occasional evenings
- Available to commute to vendor locations
- Must be accessible through email, social media, phone
- Must attend all monthly Board and Executive Committee meetings

Training Availability:

- Access to Softball Ontario Certified Softball Administrator workshops
- Marketing & Promoting Your Association
- Generating Revenue through Sponsorship, Fund-raising & Grants
- Risk/ Conflict Management
- Association Management: Learning About Your Community
- Website Management 101
- Special Event Management
- Financial Management
- Volunteer Management
- Social Media 101