



DARTMOUTH PIGDOGS

RUGBY FOOTBALL CLUB

JOB DESCRIPTION

MARKETING DEVELOPER

DARTMOUTH, NS

Hiring Details

Job title	Marketing Developer
Reports to	Chris Kingwell - Club President
Position length	May 10, 2024 - July 11, 2024 (35 hours/week)
Wage	\$16.20/hr

Job Overview

The Marketing Developer position presents an opportunity to grow marketing and digital content creation skills, while growing the club's community presence, with a specialised focus on taking us from an amateur to professional sports club. As Marketing Developer, you will be primarily responsible for spearheading market-specific initiatives to drive growth and brand visibility in our area, as well as maintaining our website and social media presence.

Requirements

- Must be currently enrolled in any level of education, between 15 and 30 years of age
- Must be legally entitled to work in Canada
- Must have access to a personal computer, personal cell phone, and transportation
- Ability to travel and plan for club events and games
- Strong design skills with attention to detail
- Strong communication and teamwork skills
- Knowledgeable with Google Workspace
- Experience with producing social media content and presentations
- Capable of videography/photography and content editing/production

Role & Responsibilities

Market Development

- Develop and implement short/long-term strategies to create brand presence in most relevant sections of the club's market
- Research and develop key partnerships that maximise our club's strengths
- Develop and implement campaigns to raise brand awareness and generate club growth and merchandize sales quickly
- Plan for and attend related games and events
- Utilise various marketing channels, including digital media and social media to effectively reach and engage with the club's target audience
- Manage and develop the club's web presence, including website management

Digital Content Creation

- Work with the club executive team and athletes to create compelling content highlighting athletes, events, and sponsorships, aligned with marketing objectives
- Manage timelines for projects, ensuring seamless execution and delivery of key objectives
- Evaluate campaign performance and provide strategic recommendations for future activations based on data-driven insights
- Prepare short monthly reports and plans to communicate/track progress and changes to strategies based on success/failure points of reaching key objectives
- Utilise videography and photography skills to produce engaging multimedia content for marketing campaigns, social media platforms, and website optimization

*May be required to act as backup and help customer service during periods of lesser activity.