



## Marketing Director (x1)

Location: Remote w/ Virtual Check Ins

Terms: Part Time

Hourly Rate: \$15.50/hr

Requirements: Access to Personal Laptop, Flexible work environment available

### Outline:

Following several years of pandemic and flood related decline in membership, the ORC is looking to revamp its marketing strategy. Our organization needs to streamline and target the marketing of our various program offerings to help rejuvenate our user base and increase overall subscription.

### Responsibilities:

- Developing immediate and future marketing strategy for the club's program offerings
- Execute year 1 of this plan in preparation for the 2022 on-water season
- Work with Head Coach to gain knowledge of the task at hands; Report to VP Administration
- Success in this position is highlighted by the development of a multi-year club marketing strategy including by not limited to the following components: advertising, social media, SEO, target audience, cost efficiency
- Promote the ORC in a manner that excites and entices first time rowers
- Provide actionable suggestions to promote our image locally and internationally

### Candidate Requirements:

- Prior knowledge of marketing strategies and business goals
- Strong verbal and written communication skills
- Ability to decipher complicated topics to write in simple language
- Deep understanding of presentation, word processing, and spreadsheet software
- Knowledge of social media platforms and performance software
- Attention to detail and analysis skills
- Organization and time management skills
- Non-profit experience or competitive sport experience is an asset

If you are interested in the opportunity to be considered to join our team, please submit your letter of application and your resume with the subject "Summer 2023 Job Application" to:

**ORC Board Of Directors Email: [vp.administration@ottawarowingclub.com](mailto:vp.administration@ottawarowingclub.com).**

*We thank all applicants, however only those considered for an interview will be contacted.*