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www.NMSC.net

## Operations Manager – North Mississauga Soccer Club

**HOURS OF WORK:** Full Time Hours, Monday – Friday, and ability to work the occasional weekend

**SALARY:** TBD

### **JOB SUMMARY:**

North Mississauga Soccer Club is a not for profit organization seeking an experienced Operations Manager who will be responsible for overseeing the day-to-day operations of the Club, managing and developing staff to achieve the Club's goals. Reporting to the Board of Directors, this person will have key responsibilities in all aspects of the Club, including business operations, corporate partnerships, marketing and promotion, and community and public relations.

**CLUB WEBSITE:** [www.nmsc.net](http://www.nmsc.net)

### ***Key Areas of Responsibilities in Business Operations:***

- Develop and deliver an annual budget and corresponding business plan detailing the goals and objectives for each program
- Monitor club performance against budget and perform routine analysis of cash flow
- Prepare status reports for the NMSC Executive Board of Directors and provide routine updates on club and staff performance to plan
- Manage NMSC contracts and oversee business relations between the Club and its service providers/partners
- Evaluate program costs on an annual basis and provide NMCS with written suggestions or business cases for improvement

### ***Key Areas of Responsibilities as a People Manager (3-4 Direct Reports):***

- Hire, coach and develop Direct Reports
- Create and foster a positive work environment
- Conduct annual performance evaluations, establish annual goals and measure performance
- Supervise, monitor and motivate staff to achieve target goal
- Establish and maintain open communications with all staff members, including full-time and game-day staff



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### ***Key Areas of Responsibilities for League 1 or Program Promotions:***

- Develop creative marketing campaigns to promote NMSC programs and League 1 games to increase game attendance
- Provide training for staff

### ***Key Areas of Responsibilities in Marketing***

- Work with NMSC Committees, Board and Communications outlets to develop a creative marketing campaign that includes print ads, a vigorous website, and unique marketing tactics
- Establish strong media relationships with local TV, radio and newspaper employees and add value to the corporate partners of the Club
- Develop a written strategic marketing plan for each year
- Maintain ongoing management of game/event entertainment (music, p.a., video board, on-field promotions, special events) on the field to deliver a consistently superior, innovative and fresh approach and to ensure maximum enjoyment by our fans
- Manage the Club's brand by ensuring compliance with logo usage specifications for all merchandise used by the organization or approved usage by outside parties (e.g. corporate partners, group outings, etc.)
- Oversee the daily editing of the Club's website and make suggestions for the ongoing improvement of its content
- Grow the size of the Club's database of customer information with specific emphasis on the acquisition of e-mail addresses and the capturing of information for the Club's corporate partners
- Maintain the structure of the database to ensure the ability to target segments of the population based on prior customer behavior or attributes
- Utilize the database and e-mail marketing on a regular and frequent basis during the season to implement chosen marketing initiatives
- Oversee market research, including planning, composition and implementation of written surveys, focus groups, and telephone surveys, for broad and targeted segments of the Club's customer base

### ***Key Areas of Responsibilities in Promotion***

- Develop innovative promotional campaigns that strategically integrate with marketing, business communications, corporate sponsorship, group sales, in-game entertainment, and community relations to drive ticket sales and expand media reach



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- Establish a promotional calendar and written plan as a component to the marketing plan for all home games
- Design promotions that provide fun, affordable, family-friendly in-game entertainment and fun day
- Implement all promotions in a proactive manner throughout the year and communicate in advance the key aspects of each promotion to the Board, staff and appropriate media/corporate partners in a timely manner

### ***Key Areas of Responsibilities in Public Relations***

- Build strong relationships with the leadership of local Youth and Adult Soccer Leagues along with business and grant organizations
- Build positive relationships with the external partners such as the City of Mississauga
- Build positive relationships with local media in the Club's home territory, including area newspaper reporters, TV and radio station, and on-air talent

### **AUTHORITY AND REPORTING:**

- Employee shall report directly to the NMSC Board, and submit regular status reports
- All expenses, travel and vacation time of Employee must be pre-approved (and, if applicable, followed with a detailed expense report and receipts)

### **QUALIFICATIONS:**

- Bachelor's degree preferred
- 5 years of Professional Sports, Collegiate Sports or Sports Entertainment type industry experience
- 2-3 years of experience managing, coaching and developing staff

### **COMPETENCES AND SKILLS**

- Ability to motivate and develop people
- Excellent written and verbal communication skills
- Assertive, driven, and confident individual
- Strong business and financial acumen
- Passion for sales and creativity
- Positive self-starter with strong work ethic and a desire to build a career in amateur sports



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If selected, you will be required to provide the following proof and clearances:

- **Criminal Background Check, Education, Employment History, and Credit**

**Please forward your resume and cover letters to:**

**EMAIL:** [jobs@nmsc.net](mailto:jobs@nmsc.net) (ATTN: Club President)

**CLOSING:** Friday, September 29th @ 12pm noon

*\*Only qualified individuals will be considered and contacted for an interview\**



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