



June 22, 2021

Coordinator, Member Services (CMS)

Location: Regina, preferred – Saskatoon may be considered

Terms of Employment: Full-time, temporary (maternity leave)

Reports to: Executive Director

BACKGROUND:

The Saskatchewan Soccer Association (SSA) is one of the largest sport governing bodies in the province serving over 40,000 Indoor, Outdoor, Futsal, Beach and Walking Soccer registrants across 60 Member Organizations. SSA is a dynamic and growing organization that takes pride in delivering quality programs and services that encourage life-long participation in the world's most popular sport.

Overview

The CMS will be responsible to maintain regular interaction and communication with membership through various means to keep them informed, educated, aligned and engaged with the strategic priorities of the SSA. As a leader of the Member Services team, the CMS contributes to the achievement of key goals of the [2017-22 Strategic Plan](#) including but not limited to:

- 1) Increase the quality of programming throughout the SSA Player Pathway.
- 3) Boost overall enrolment through the implementation of the SSA's Player Pathway.
- 20) Enhance the SSA's organizational 'listening' capabilities.
- 22) Grow respect and trust for the Saskatchewan Soccer Association brand among its members
- 24) Establish defined, valued member service and support.
- 25) Implement a strategy, policy and standards approach to member management.
- 26) Drive consistent SSA-to-member and member-to-member connection.
- 27) Create and implement a standards-based recognition and reward system of member excellence.
- 28) Target partnerships to develop soccer priority growth areas.

Key Responsibilities include:

Relationship Building

With a focus on building "community" the CMS will monitor, enhance and sustain relationship building strategies with internal partners (member organizations, participants, and volunteers) and engage external partners (corporate, business and funding partners) who can assist in

growing resources and the SSA Brand. In addition, the CMS shall have primary responsibility to cultivate relationships with non-member soccer clubs with a goal to encourage their long-term participation in the SSA.

Membership and Organizational Development

The CMS shall be responsible to lead education and capacity building strategies to support the continued growth of Member Organizations.

Responsibilities:

- Monitor, gather and analyze information on Member Organization practices, structures, capacity and programs for use in developing service and support strategies.
- Oversee SSA's comprehensive survey strategy implementation to capture participant feedback at multiple levels to inform planning.
- Support education for Members in key organizational development areas including Volunteer and Board Development, Bylaw and Policy Development, Long Term Player Development, Programs, Activities and SSA Grants.
- Implementation, organization, and delivery of organizational development workshops and additional programs, services and support designed to meet the needs of the SSA membership.
- Educate Members to achieve Quality Soccer Provider status and standards of governance, risk management, formal complaints, coach and referee certification, volunteer screening, and other key areas identified in the SSA Strategic Plan and Policies and Procedures Manual.
- Facilitate the resolution of Membership related challenges and issues as they arise.
- Oversee the policy for and allocation of Saskatchewan Lotteries Member Assistance Program (MAP) funding.

Strategy Implementation and Delivery

The CMS shall be responsible for leading the development and implementation of strategies aimed at reducing barriers to participation of, improving access and service to, and building stronger relationships with target groups including: Aboriginal, Adult Soccer, Rural Soccer, Athletes with a Disability, Youth Soccer, New Canadians, and Women in Soccer.

Responsibilities:

- Obtaining target group input with a goal of developing strategies for target groups.
- Knowledge translation to develop deliverable strategies
- Leadership and education on strategic priorities
- Capturing outcomes/outputs
- Evaluation of strategies

Communications and Branding

The CMS will be responsible to develop and implement communications; marketing and branding strategies which will support the building of relationships with members, stakeholders, corporate and business partners and will enhance the image of the Association, promote SSA Values and develop and articulate the SSA Brand.

Responsibilities:

- To fully develop the SSA's branding strategy; creating a strong image, brand and reputation that strengthens the position of SSA.
- To improve Member and Association Communications while documenting results that have been achieved.
- Written and online communications, media/social media and public relations messages; including leading the generation of biweekly newsletter and online and social media content that engages audience and positions these platforms as a primary communication tools.
- Capturing and sharing SSA "stories" that demonstrate the quality and effectiveness of the SSA and SSA member activities.
- Maintain communications standards, mentoring of staff and monitoring communication activity and analyzing required technology resources and tools, to ensure the effectiveness of the strategy.
- Oversee the development of print and electronic materials and Association clothing ensuring image, logos and style align with branding standards.

Partnership Development

Identify potential partners (non-member soccer and business sector organizations) researching their needs and creating relevant and attractive packages to develop mutually beneficial partnerships.

Responsibilities:

- Engage with a wide range of agencies from the public and private sector. Oversee funds development strategy through inventory development and valuation, prospect and proposal development, presentation and cultivation, fulfillment, activation, measurement, stewardship, and proposal renewals.
- As the primary funds development focus, provide leadership to ensure growth in membership.

Events

The CMS will be responsible to ensure branding and sponsorship activations occur at major events and that results are communicated in a timely manner. In addition, will provide leadership to manage the SSA Annual Awards Banquet and Soccer Days in Saskatchewan, producing quality events where members and corporate partners come together to celebrate successes.

Other Responsibilities

As we emerge from COVID 19 restrictions, this job description is a living document. Other responsibilities may be assigned, once the successful candidate fully integrates into this position and based on their skill set. Our goal is to utilize the available talents to produce a highly skilled team to support Member and Association needs.

QUALIFICATIONS:

Bachelor's Degree in Sports Administration, Business Administration and/or Marketing, or a significant combination of education and work experience in related fields.

- Well-developed relationship building, negotiation and conflict resolution skills.

- Excellent oral and written communications skills the ability to communicate to diverse stakeholders through a variety of mediums.
- Proven ability in the development of communications, marketing, and branding strategies.
- Experience in online communications including website and social media management
- Experience in funds development and proposal development including the acquisition and maintenance of innovative partnerships is an asset.
- Strong knowledge of policy development and enforcement.
- Event management experience and technical knowledge of soccer would be an asset.
- Strong leadership, organizational and administrative skills.
- Proven ability to work in a team environment in leadership, mentoring or support roles.
- Able to travel and work flexible hours on a frequent basis.
- Ability to function at a high level with multiple competing priorities and deadlines.
- Highly developed level computer skills including the full suite of Microsoft Office 365 programs and familiarity with online platforms.
- Reliable vehicle and valid driver's license.
- Clean Criminal Record Check including the Vulnerable Sector.
- Knowledge of the soccer system and non-profit sport sector in Saskatchewan are an asset.

Please forward resume and cover letter outlining your qualifications for this position to ea@sasksoccer.com by July 16th

Target Start Date: August 1 or sooner (we will keep this position posted until it is filled)

Only Candidates selected to an interview will be contacted.