

## **NBIAA Events & Marketing Coordinator Full-Time Position**

### **About the New Brunswick Interscholastic Athletic Association (NBIAA)**

The NBIAA is the governing body of high school sports, where we create, promote and facilitate positive sporting experiences in an educational environment in the province of New Brunswick. We are a non-profit association made up of 76 public and private member schools and offer 16 sporting activities to approximately 16,000 student-athletes. The NBIAA office is located in Fredericton, New Brunswick.

### **Job Objective**

The Events & Marketing Coordinator reports to the NBIAA Executive Director and the Executive Committee and will work in a collaborative communication environment to support and promote all NBIAA events, while securing and catering to current and future sponsors for the Association.

### **Responsibilities**

- Negotiate facility contracts and coordinate event planning from start to finish;
- Assist and adhere to a limited event budget;
- Identify potential sponsorship opportunities;
- Develop sponsorship proposals and implement the terms as agreed upon in the contract;
- Act as a liaison between the sponsors and the NBIAA;
- Develop/implement/maintain all marketing strategies for NBIAA events (Hosts, press releases, NBIAA bilingual website updates, graphic design, social media, etc.);
- Communicate effectively with the NBIAA staff and Executive Committee and to keep them informed of information that impacts the association;
- Support and assist the NBIAA with sports administration tasks and projects;
- Serve as a key point of contact for our membership regarding all NBIAA events;
- Attend meetings where required;
- Other administrative related duties as assigned.

### **Minimum Qualifications**

- A degree, diploma or equivalent experience in the field of Sport Management, marketing or a related field;
- Previous experience organizing and hosting sporting / special events;
- Technological competency in website management and social media platforms;
- Strong verbal and written communications skills required in both French and English.

### **Preferred Assets**

- Proficient in marketing, public relations and social media (Hootsuite, Canva, etc.);
- Excellent leadership, communication, organization and interpersonal skills;
- Detail oriented and works with a high degree of accuracy;
- Must be able to take initiative and to complete projects within timelines with limited supervision.
- Ability to travel within the province to attend NBIAA events during certain weekends.

This is a full-time position and is renewable annually following a satisfactory evaluation. The starting salary range is between \$45,000 to \$50,000 based on qualifications and experience and is supplemented by a comprehensive health benefits package. Work schedule of 40 hours per week, including some evening and weekends when required, as well as 7 weeks of vacation. Anticipated start date is August 29, 2022.

Qualified individuals are invited to submit a concise cover letter and a resume outlining salary expectations, employment experience, educational qualifications and names of three work related references with telephone numbers to the **NBIAA - ASINB, Executive Director** [allyson.ouellette@gnb.ca](mailto:allyson.ouellette@gnb.ca) no later than **July 20<sup>th</sup>, 2022**. Only those selected for an interview will be contacted.

Allyson Ouellette  
NBIAA Executive Director  
[www.nbiaa-asing.org](http://www.nbiaa-asing.org)