



## **Student summer employment opportunity!**

**East Hants Soccer Club is seeking a **Social Media Coordinator** for summer 2025!**

### **About East Hants Soccer Club**

The East Hants Soccer Club (EHSC) is a primarily volunteer-operated soccer program operated out of Lantz, Nova Scotia. We provide year-round soccer programming to children ranging from the ages of 4 to 18 years old, at both introductory, recreational, and competitive levels.

### **The opportunity**

We are seeking a student to help promote our awesome club and support the promotion and delivery of a quality, safe and fun soccer program for the youth soccer players of our rural communities. This position requires someone keen to both roll up their sleeves field-side and dig into projects behind the scenes (e.g. online). This role is funded by the Canada Summer Jobs program and will provide excellent experience for anyone considering a career in teaching, technical training, communications, recreation, public relations, or other jobs working with youth, media, and technology. The Social Media Coordinator will gain and develop skills related to organization, marketing, promotions, customer service, public engagement, communications, social media, project management, budget maintenance, and overall job responsibility.

### **Responsibilities**

A large membership requires professional and responsive communications and engagement efforts. Our volunteer base needs support to establish communications protocols that leverage all of the current platforms and media. Our goal is to develop a repeatable and reusable set of templates and tools that can be leveraged each season by our team of volunteers.

### **Event support**

- Help plan, prepare for, and host uniform distribution events for competitive and recreational players.
- Lead club involvement in partner and community events (e.g. Tidefest, Canada Day events, etc.), including setting up a club info booth and assisting with staffing the booth.
- Help keep our club sponsors updated on the value of their contributions to the club, our players, and the community.

#### **Organization/clean-up or club records and materials**

- Coordinate a re-organization/clean-up of club records and materials in the storage containers in the East Hants Sportsplex dome.

#### **Communications, including social media and website management**

- Develop a communications plan and schedule for the club, including all of the supporting accounts, templates, instructions and materials that volunteers will need.
- Develop, conduct and analyze a membership survey to collect information that can be used to inform club priorities and activities.
- Attend practices and games to take photos, video and information for social posts.
- Prepare content for social media, including text and graphics/visuals/video (e.g. writing and coordinating Meet the Coach Monday posts, athlete and volunteer profiles, etc.).
- Post content to social channels and engage with followers.
- Develop standard / template responses to common inquiries to the club.
- Expand upon the existing club FAQ document.
- Make recommendations on and develop content for the club website.
- If feasible: Create a short club promo video (using basic video editing software).
- If feasible: Further develop and enhance the club website.

#### **Other related duties as required**

#### **Qualifications**

- Excellent communication and organizational skills required
- Social media proficiency required
- Event coordination experience an asset
- Basic video editing skills an asset
- Website development experience an asset
- Knowledge of soccer is an asset
- Applicants must be between the ages of 15 and 30 (per the Canada Summer Job program requirements)
- Access to transportation required
- Evening and weekend hours are frequently required
- Applicants must be between the ages of 15 and 30 (per the Canada Summer Job program requirements)
- Access to reliable transportation required

- Access to / use of a computer and device for accessing social media required

Children of East Hants Soccer Club board members and coaches are not eligible for this role, based on position funding requirements.

## **Position details**

- Term: May 19<sup>th</sup> to August 29<sup>th</sup> (15 weeks)
- Location: This position requires remote work (i.e. work from home), as well as work from the soccer fields, including during club practices, games, and events. Field locations are: East Hants Sportsplex dome, Maple Ridge Elementary. Events locations will be within the municipality of East Hants.
- Rate of pay: \$15.70
- Hours per week: 32 – how these hours are spread out over a week may vary depending on priorities, club practice times and other events.
- Reporting to club Technical Direction, Shawn George, and directed by key club administrators

## **How to apply**

Interested candidates should submit a cover letter and resume to [vicepresident@easthantsoccer.ca](mailto:vicepresident@easthantsoccer.ca) by May 15th, 2025.

## **Special note**

We are a volunteer-run organization. The successful candidate will need to be a self-starter who is able to work under minimal supervision. That said, there's a team of supportive volunteers set to provide guidance.