

MEMBERSHIP & MARKETING ASSISTANT



Position: Membership & Marketing Assistant
Term: Short-Term 6 weeks to 16 weeks, 30 hours a week
Wage: **\$20 per hour | \$600 per week**
Location: Hybrid; Remote (various locations) & In-Person at 1600 – 77 Bloor Street West, Toronto
Reports to: Program Manager

Position Summary

In your role as the Membership and Marketing Assistant for The Community Rugby Program, you will be responsible for gathering and analysing data, sharing information, and executing customer service-orientated tasks. The ability to manage multiple projects simultaneously and strong Microsoft XL skills are essential. Your work encompasses being the face of TIRF to our junior members, providing excellent customer service, and maintaining close contact with Rugby Clubs. You will know all things rugby happening across the City!

Additional Notes:

This job description represent the major functions of the position and it not intended to be all-inclusive. The Team Lead is also responsible for taking direction from the Executive Director or their designee in completing projects or performing duties deemed necessary for TIRF's success.

WHAT YOU'LL DO

40% JUNIOR MEMBERSHIP MANAGEMENT

- Coordinate, document, and lead Junior Membership communication strategies
- Schedule, coordinate, and oversee the execution of the junior member offer
- Document Membership and Club needs
- Monitor and report member registration
- Maintain attendance and participant records
- Proactively address issues or emerging problems affiliated with program delivery
- Attend and participate in meetings and training
- Other projects and duties as assigned

30% MARKETING AND MEDIA PROJECTS

- Create visually appealing material that conforms to TIRF's brand guidelines
- Conduct interviews (on camera and off camera) for profiles and stories
- Contribute stories to the quarterly newsletter and periodic sponsor updates
- Collaborate with senior staff to develop and manage social media streams and content
- Create shareable online content around specific themes/campaigns
- Utilize software to design graphics, edit photos, and create collateral
- Document special projects and catalogue files
- Organize portraits and "media days"

10% RUGBY DEVELOPMENT

- Assist with player recruitment and registration at TIRF and non-TIRF schools
- Support the delivery of the Rookie Rugby Curriculum schools/camps (ages 5 to 12)
- Provide additional supports, including program delivery, festivals, and special events
- Provide customer service to participants, parents, and community partners
- Other projects and duties as assigned

10% COMMUNITY ENGAGEMENT

- Act as a brand ambassador at info booths, registration days, and community events
- Coordinate and help execute event activities including event setup and take down
- Orchestrate promotion, outreach, and player registration strategies
- Other projects and duties as assigned

10% ADMINISTRATIVE SUPPORT

- Perform administrative reports and updates: database entry, statistical updates, participant registration
- Prepares and submits final report which includes evaluation, statistics and recommendations
- Other projects and duties as assigned

WHO YOU ARE

You are a motivated, energetic post-secondary student looking to further your experience in sports administration, sports marketing, recreation and leisure, physical education/education, Kinesiology, non-profit/community development or child/youth work. As both an ambassador for TIRF and the game of rugby, you are ready-and-willing to take direction and constructive criticism to support the goals and values of the organization. You are probably involved in intramural sports and love being in a competitive environment. At your core, you want success. You proactively create winning conditions for everyone on your team. You are like the old Kanye. Not the new Kanye. I miss the old Kanye.

COMPETENCIES

- Demonstrated values of diversity, inclusion, and teamwork
- Ability to motivate others
- Strong work ethic and desire to help others
- Strong knowledge of Microsoft Office Suite/Google Suite and social media channels
- Strong and clear written and verbal communication skills
- Strong time management skills with the ability to produce under pressure
- Strong event planning/project management skills
- Strong proficiency in current office technology

ASSETS

- Knowledge of local community organizations, socio-economic landscapes in Toronto, and youth issues
- Experience working in a recreation facility, recreational programs, summer camps and/or rugby
- First Aid CPR Certification
- NCCP/World Rugby Coaching Certification
- HIGH FIVE Certification (PHCD or Sport)
- Valid Ontario Driver's License
- Proficiency in: Arabic, Farsi, French, Mandarin, Somali, Tagalog, Tamil, Urdu, Vietnamese

Please note that all staff members submit to an annual Police Vulnerable Sector Check (PVSC). Due to the nature of our work, staff who work in any of our physical workplaces must be fully vaccinated against COVID 19. Offers of employment are conditional based on the demonstration of COVID-19 vaccination status or approved exemption.

HOW TO APPLY

Complete the [online application](#) and submit your resume and cover letter in one document.

ABOUT TIRF

The Toronto Inner-City Rugby Foundation (TIRF) is a rugby-centred community development organization that uses rugby as a tool for social good. TIRF a registered non-profit organization, builds community through rugby in Toronto's underserved, low-income, and priority neighbourhoods. TIRF ultimately works to support youth so that they develop the leadership skills needed to become champions in life.

The Toronto Inner-City Rugby Foundation (TIRF) is committed to providing and maintaining a safe and competitive environment for all. TIRF is an inclusive workplace and is committed to championing accessibility, diversity, and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.