

Marketing Coordinator

Primary role

The Marketing Coordinator manages the team's brand, digital presence, and promotional efforts to increase visibility, engagement, and community support. This role oversees social media, the team merchandise store, and promotional materials, ensuring consistent messaging and strong representation of the team. The Marketing Coordinator collaborates with board members and coaches to support recruitment, fundraising, and overall team growth.

Responsibilities

Branding and messaging:

- Maintain consistent team branding, including logo usage, colors, and messaging standards.
- Ensure alignment with Communications Coordinator and website across social media, merchandise, and printed materials.
- Promote a positive and inclusive team image within the community.

Social media and digital presence:

- Manage the team's social media accounts (content calendar, posting, engagement, and basic analytics).
- Coordinate with coaches, board members, and parents to gather photos, highlights, race results, and athlete spotlights.
- Create and schedule promotional content for registration, fundraising events, volunteer needs, and team milestones.
- Monitor engagement and recommend strategies to increase visibility and reach.

Merch store

- Oversee the team's online merchandise store, including seasonal launches and promotional campaigns with Board approval and/or support.
- Coordinate design, ordering timelines, and vendor relationships for team apparel and spirit wear.
- Track sales performance and collaborate with the Treasurer and Fundraiser Lead as needed.
- Manage distribution logistics if applicable.
- New items
 - Bandana
 - MTB water bottles

- Better female clothing: pink or purple options
- Flannel pants: Girls' colors to match a sweatshirt

Swag and promotional material:

- Coordinate design and ordering of team swag (stickers, senior banners, yard signs, temporary tattoos, etc.).
- Ensure materials are available for races, recruitment events, and community outreach opportunities.
- Support sponsor recognition through branded materials and digital promotion.

Recruitment and community promotion:

- Support rider recruitment campaigns through digital and community outreach efforts.
- Collaborate with Communications Coordinator to promote key dates such as registration, preseason meetings, races, and fundraising events.
- Collaborate with the Volunteer Coordinator and Fundraiser Lead to ensure strong event participation.

Reporting and coordination:

- Provide periodic updates to the Board on marketing efforts, engagement metrics, and merchandise performance.
- Maintain organized digital assets (logos, photos, templates) for ongoing and future use.