



COLUMBIA EMPIRE VOLLEYBALL ASSOCIATION

Title: Coordinator – Marketing & Brand Identity
Classification: Contractor (1099)
Reports To: CEVA Executive Director and/or CEVA Operations Manager

Primary Purpose:

Supports growth, visibility, and engagement efforts by coordinating marketing campaigns, overseeing the region's social media channels, and supporting external communications in all mediums.

Essential Duties:

- Create and manage content for social media platforms, e-mail newsletters, website updates (as needed), and promotional materials.
- Maintain a consistent brand voice and visual identity across all communication channels that align with CEVA and USAV-approved branding standards.
- Support the development of marketing and communication schedules in conjunction with the office staff that emphasize identified areas of need
- Monitor and report on marketing performance, metrics, engagement, and interactions.
- Capture and organize photos, videos, and testimonials for region programming and initiatives, and create a more in-depth library of reusable content
- Support the staff with graphic design efforts (e.g., tournament logo creation)

Other Duties:

- Performs other duties and responsibilities as assigned

Job & Behavioral Competencies:

- Must demonstrate proficiency in creating social media content, with particular emphasis on Instagram and TikTok.
- Must demonstrate strong written and verbal communication skills with a commitment to organization & efficiency.
- Photography, video editing, and graphic design experience are preferred.
- Ability to think creatively and be open to new ideas.
- Requires a collaborative mindset to work with staff and relevant stakeholders.
- Must demonstrate patience, understanding, and have a sense of humor.

Safety & Attendance Requirements:

- Typically works remotely but may be asked to attend in-person meetings & events in collaboration with staff.
- Requires occasional attendance at events on weekends and at night.
- Typically expected to possess a valid drivers' license or have access to reliable transportation.
- Required to contribute to a safe workplace and perform duties in a safe manner.
- Required to be a USAV member in good standing with a cleared USAV background screen, valid Safesport certification, valid concussion training, and complete D/I training annually as directed by the region.
- Required to complete additional screening or safety training as deemed necessary by the region.

Schedule & Time Commitment

- Approximately 5 hours per week outside of event attendance.