



Michigan State Youth Soccer Association

Michigan State Youth Soccer Association, Inc. Employment Opportunity | Media Manager

Job Description (Entry Level): Full-time (In-Office, Plymouth, MI) Media Manager
Category of Employment: Exempt Employee

General Duties and Responsibilities:

- Coordinate digital/print media and Association communication planning/strategies.
- Provide external media representatives/partners with press releases, communications, promotional materials, statistics, and other information on MSYSA, as directed.
- Serve as primary point of contact for MSYSA communications (e.g., radio, newspaper, TV outlets, etc.), public relations, and with media partners/platforms.
- Create/develop press releases (and/or stories) regarding Association news including communicating with member organizations, external media outlets, writers, designers, broadcasters.
- Create digital media and other marketing tool kits for use by member organizations/clubs.
- Overall management of MSYSA website and social media platforms including Facebook, Instagram, Twitter, Linked-In, YouTube, TikTok, Snapchat, etc.
- Create and produce promotional videos/highlight videos on behalf of Association and Association programs, events, and tournaments.
- Assist MSYSA staff with MSYSA programs, events, and tournaments, as directed. (e.g. ODP, ODP 101, Pre-ODP, MSPSP, State Cup, Junior State Cup, etc.)
- Coordinate livestream of MSYSA matches/events and interview participants, as directed.
- Coordinate and obtain necessary information/materials from staff and clubs, for each 'electronic' and/or 'hard copy' for Michigan Soccer Publications and online Ad-Store.
- Create, design, and disseminate MSYSA electronic newsletter(s), MSYSA printed publications, and other MSYSA promotional materials.
- Develop and/or maintain MSYSA's mobile application(s).
- Work collaboratively as part of a team to ensure our members, and member organizations, are served in the best possible fashion.
- Develop and maintain a deep understanding of the Association's mission, values, goals, and brand.
- Assist Executive Director to enhance current and future sponsor relationships and increase their exposure.
- Any other duties as specifically requested by the MSYSA Executive Director.

Reporting Structure:

- Reports to the MSYSA Executive Director.

About Michigan State Youth Soccer Association:

The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents approximately 90,000 youth soccer players, 10,000 team officials, and 4,000 referees throughout Michigan. MSYSA consists of a vast number of clubs, leagues, and member organizations that register players (boys and girls) from ages 3 through 19 throughout the state. MSYSA is a member of the United States Youth Soccer Association (USYS) and the United States Soccer Federation (US Soccer). For more information on MSYSA, visit www.michiganyouthsoccer.org.



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Minimum Qualifications:

- Bachelor's degree in marketing, journalism, communications, or at least two (2) years of related prior employment experience.
- Excellent verbal/written communication and public relations skills.
- Proficient with the use of digital technology/platforms, website content/design, and graphic design.
- Experience with creating and executing successful media plans that drive engagement and exposure.
- Attention to detail and effective time management skills.

Practical Experience:

- Minimum of two (2) years' experience in digital media management and video/graphic design. Prior work experience in youth sports preferred.

Minimum Technical Requirements:

- Proficiency with WordPress website platforms, Microsoft Office products, database systems, and ability to learn new technology, tasks/responsibilities quickly.

Travel Requirements:

- Occasional weekend work required as directed by MSYSA Executive Director.
- Ability to travel domestically (e.g., State, Regional and/or National events) as directed by MSYSA Executive Director.

Physical Requirements:

- Ability to lift 40 lbs. with or without assistance.

How to Apply:

- Any interested candidate must submit a cover letter, resume, and salary requirements to Thomas Faro, MSYSA Executive Director, on or before **Thursday, March 15, 2024**. Cover letters, resumes, and salary requirements can be submitted to Thomas Faro by email (tfaro@michiganyouthsoccer.org) or by regular mail (MSYSA, c/o Thomas Faro, 9401 General Drive, S-120, Plymouth, MI 48170. **NO PHONE CALLS, PLEASE.**