



Sales and Marketing Coordinator

The Zatzman Sportsplex, built in 1982, is a family-focused health, fitness, and recreation complex that serves Dartmouth's communities and all regions of the Halifax Regional Municipality. The facility hosts a variety of facilities and services including a double gymnasium, a large fitness centre, community spaces, two swimming pools, an NHL sized arena with seating for 3,000 people, and so much more. In addition, the facility also sponsors a large-scale community outreach and accessibility program to reduce barriers and ensure that everyone in our community can play at the Sportsplex.

Diversity is a primary value of the Zatzman Sportsplex. As an equal opportunity employer, we consider individual talents, skills, and unique perspectives to provide the best service to our vibrant community. The Zatzman Sportsplex is seeking a positive and energetic person for the position of Sales and Marketing Co-Ordinator to join our Team. This position will report to the Director of Programs and Services and is responsible for all sales and marketing efforts, including but not limited to social media, communications, and community development.

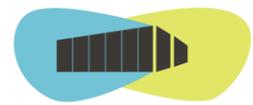
Key responsibilities:

- Promote Zatzman Sportsplex facility programs and services to the community
- Respond promptly to all service requests.
- Develop and execute the facility's marketing and communications plans.
- Create and maintain the Association's website, social media accounts, YouTube channel, and other communication tools.
- Produce the facility's promotional and customer education tools including brochures, signs, welcome materials, videos, and other content as needed.
- Conduct direct sales calls to actively solicit new business.
- Co-ordinate the Sportsplex's various community access programs, ensuring as many people as possible can participate in Sportsplex programming and services.
- Develop new community partnerships to help extend the reach of Sportsplex programs and services.
- Other related duties as assigned.

Qualifications

- 2+ years of sales and marketing experience in a similar industry.
- Strong knowledge and experience using digital and social media platforms.
- Excellent communication skills, both verbal and written.
- Experience in marketing and promotions, especially social media, and website content development.
- High level of computer proficiency including Microsoft Office Suite, web and social media software, and various databases
- Experience in direct sales is considered an asset.

Evenings, weekends, and on-call shifts are required as needed.



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The Sales and Marketing Co-Ordinator contributes to the development of the Zatzman Sportsplex through building awareness in the community of the various programs and services offered by the facility, thereby generating increased sales in all revenue centers. They build the brand of the Sportsplex as an active member of its community through a pro-active sales approach and community development. They are one of the cornerstones of the Zatzman Sportsplex Community.

This is a full-time, permanent position with the Zatzman Sportsplex. We offer a supportive work environment including a comprehensive compensation and benefits program, and a defined benefit matching pension plan.

A detailed employer profile and job description are available by contacting Lana McMullen, Director of Programs and Services at mcmulll@halifax.ca. Interested candidates can apply by email (preferred) with a resume and cover letter on or before January 27, 2022. Applications can be dropped off at the Zatzman Sportsplex to the attention of Lana McMullen.