



1. EVAA's Mission:

To deliver a diverse range of well managed sports programs to the families living within the Eastview High School enrollment boundaries as well as the city of Apple Valley. EVAA strives to provide a quality athletic experience to kids of all ages and capabilities with a focus on sportsmanship.

2. The Role:

Eastview Athletic Association (EVAA) is seeking a dedicated and experienced professional to join our team as the Director of Marketing and Fundraising. EVAA is a non-profit organization committed to delivering a diverse range of well-managed sports programs to families within the Eastview High School enrollment boundaries and the city of Apple Valley. Our mission is to provide a quality athletic experience to kids of all ages and capabilities, with a strong emphasis on sportsmanship.

As the Director of Marketing and Fundraising, you will play a crucial role in supporting EVAA's mission by developing and implementing effective marketing strategies and securing necessary funds for our programs. Your creativity, communication skills, and passion for sports will be instrumental in promoting our organization, attracting new participants, and establishing valuable partnerships within the community.

3. Responsibilities:

1. Develop and execute comprehensive marketing strategies to promote EVAA's sports programs and events.
2. Create compelling content for various marketing channels, including social media, website, newsletters, press releases, and print materials.
3. Collaborate with the EVAA Board and program directors to identify target audiences and design targeted marketing campaigns.
4. Maintain and update EVAA's website and social media platforms to ensure accurate and engaging information for participants and the community.
5. Cultivate relationships with local businesses, schools, community organizations, and sponsors to secure funding and sponsorship opportunities.
6. Organize and oversee fundraising events, campaigns, and appeals to meet financial goals.
7. Track and report on the effectiveness of marketing efforts and fundraising initiatives, providing regular updates to the EVAA Board.



**Job Description:
Board Member -
Marketing & Fundraising**

8. Collaborate with program directors to develop marketing materials specific to each sport, ensuring consistent branding and messaging across all channels.
9. Stay informed about industry trends, best practices, and emerging marketing technologies to continuously improve EVAA's marketing efforts.

4. Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- Proven experience in marketing, preferably in a non-profit or sports-related organization.
- Strong written and verbal communication skills, with the ability to create persuasive content and effectively convey EVAA's mission to diverse audiences.
- Experience in digital marketing, including social media management, content creation, and website maintenance.
- Familiarity with fundraising techniques and strategies, including event planning and donor cultivation.
- Excellent interpersonal skills and the ability to build and maintain relationships with stakeholders, sponsors, and community partners.
- Highly organized, detail-oriented, and capable of managing multiple projects simultaneously.
- Knowledge of sports, especially youth sports, and a passion for promoting a positive athletic experience.
- Proficient in Microsoft Office Suite, graphic design software, and marketing analytics tools.