



Armstrong Cooper Youth Hockey Association Job Description

Title:	Sales & Fundraising Director
Role:	Board Member
Election/Appointment:	Elected
Voting Status:	Voting
Budget:	No budget responsibility
Term:	Three years
Compensation:	Full hours

Description/Role: The Sales and Fundraising Director is responsible for revenue and income streams outside of registration income, gambling income, concessions income and tournament income. This includes managing all fundraising efforts and sales/advertising opportunities, existing and new. Also, managing 2 appointed Fundraising Coordinators.

Position mandatory requirements

General:

- Must attend monthly ACYHA Board of Directors meetings on the second Monday of the month
- Must attend the annual meeting of ACYHA Membership in April
- Provide all communications details to the right person for distribution to the Association's membership (or handle generating the communications directly via SportsEngine)
- Recruit and recommend for appointment two fundraiser coordinators; these two positions are appointed by the Board Chair and approved by the board
- Provide an end of the year audit report at the July board meeting, including summaries of both fundraising efforts and sales/advertising contracts
- Report monthly to the board on all fundraising and sales efforts
- Train your successor at the May meeting at the end of your term; be available to support successor as needed during transition
- Work closely with Marketing & Communications Director to promote Fundraising opportunities at Association events and to promote sponsorships and advertisers to Association membership.

Fundraising:

- Manage the fundraising coordinators, filling the role if the positions are vacant
- Work with fundraising committee members to plan, coordinate and execute all fundraising efforts for each season
- Coordinate all communications with fundraising organizations
- Provide all key fundraising information to the Web administration for posting; maintain up to date information on the Fundraising web page

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- Provide the registrar all key information regarding fundraising that needs to be included in yearly registration
- Either attend, appoint Fundraising Coordinator to attend, or provide appropriate materials on season fundraising opportunities/info to organizer of season kick-off Manager Meetings and/or kick-off parent meetings.
- Develop additional fundraising opportunities, communicate them out to the Association's membership, handle funds distribution to teams in a timely manner
- Work with Treasurer to track fundraising deposits; reporting on families not meeting the Association's fundraising requirements as necessary
- Maintain full financial records on all annual fundraising efforts

Sales:

- Act as primary contact for the Association with the City for all facility related advertising sales and sponsorship opportunities and sponsorship fulfillment requirements
- Coordinate all communications out to and with sponsors and advertisers
- Maintain sales contracts and contracted deliverables for each sponsor/advertiser
- Coordinate the fulfillment of all contracted deliverables (including but not limited to dasher board production and delivery, artwork procurement, Zamboni wraps, artwork for tournament books and t-shirts, miscellaneous programs as per contracts with sponsors, etc.)
- Work with third party vendors on the production of contracted deliverables
- Provide the City with a quarterly accounting of all active contracts and deliverables, including copies of signed contracts
- Coordinate with the Treasurer on the semi-annual payments to the City for all active contracts per ACYHA's agreement with the City
- Maintain up to date information on Sponsor web page
- Maintain/update sponsorship and advertising collateral as needed

Desired Skills:

- Strong communication skills (written and verbal)
- Strong organization skills and ability to be a self-starter
- Willingness to learn new things
- Sales background a plus
- Creative skills a plus (Microsoft Publisher, Adobe)
- Ability to work with individuals throughout the organization and
- Professionalism: ability to work with business owners in the community
- Solid computer skills (Microsoft Word, Excel, email, SportsEngine, etc.)
- Must have a computer with access to the internet
- Positive, helpful attitude
- Ability to attend the monthly meetings
- Flexibility to do work between meetings, during business hours, nights and weekends