

Juventus Sport Club

Silicon Valley's Premier Youth Soccer Club



Position: Marketing Director

About Juventus Sport Club

Juventus Sport Club (*Juventus*) is one of Silicon Valley's oldest and most successful youth soccer associations. Founded in 1956 by four Italian immigrants, Juventus today is a highly competitive youth soccer club based in Redwood City, equidistant between San Francisco and San Jose. Our mission is to develop skillful, confident and responsible youth male and female soccer players who will be successful on and off the field. We are a volunteer-run non-profit 501(c)(3) organization, fielding 45-50 teams in ages ranging between U8-U19, plus "junior programs" for younger children. Our teams compete successfully in many leagues including CYSA/CCSL, NorCal Premier, US Club Soccer's National Premier League, and the US Soccer Development Academy. Our many participating players often go on to play college-level soccer, and develop into well-adjusted and responsible young men and women.

Summary

The Juventus Marketing Director will support day-to-day promotional efforts through contribution to the Club's marketing channels and programs; and act as overall lead of the Club's marketing efforts including research and analysis to guide the Club's overall strategic direction. This position will report to the JSC General Manager. This is a part-time and work from home position.

Job Responsibilities

- Create the annual plan and positioning for Juventus brand efforts, focus includes both Brand and Event Marketing
- Get the word out about Juventus programs such as Juve Jrs, Bianconeri Skills, Summer/Winter Camps and other programs
- Promote Juventus Club and Academy try-outs
- Work with club sponsorship program providing any support needed from sponsors once signed on as supporters
- Write and coordinate design and placement of any club promotional materials including brochures, display ads, website banner ads or related material
- Create new brand opportunities and partnership to refresh and promote the brand
- Time: 5-7 hrs/week

Qualifications

- Education: University degree or similar higher education
- Highly organized; Team player, thriving on and contributing to a highly collaborative culture
- Previous 501(c)(3) experience preferred
- Ability and desire to work independently, with little daily supervision
- Language: English proficiency, with perfect knowledge of Spanish. Portuguese a plus.

To Apply

Please submit your resume and why you're interested to secretary@juventus-sc.org