



Fairfax Adult Softball (FAS) is the trusted supplier of the nation’s largest private adult softball program and voted Number 1 by Northern Virginia readers. FAS is a non-profit corporation in Fairfax County, Virginia. It is governed by a Board of Directors, who serve without financial compensation, that promote the general welfare of the adult softball program, on behalf of the individual participants, at all levels of organizational emphasis and play.

Job Summary

Company
Fairfax Adult Softball

Location
Centreville, VA 20121

Job Type
• Full Time
• Employee

Years of Experience
2+ Years

Education Level
Bachelor’s Degree
Communications, Public
Relations, Marketing

Salary
\$35,000 to \$50,000
+ Commission

PROGRAM AND MEDIA MANAGER

Seeking a Program and Media Manager to work independently and under the direction of the Program Director in providing high-level administrative and office support by handling information requests, performing clerical functions, and implementing administrative systems, procedures and policies that facilitate the efficient operation of the organization. To work independently to create, promote, and maintain FAS’s favorable image and reputation; to deepen and refine all aspects of communications, from web presence to external relations, with the goal of creating a stronger brand. To promote FAS team and player registration by developing and implementing marketing and advertising campaigns. To generate revenue through advertising options and fundraising activities to support program operations.

Scope
Manage the FAS office by ensuring effective workflow, provide customer service by answering questions and requests via email, telephone, and walk-ins. Organize, develop, direct, and maintain the FAS community outreach benefit bowling tournament and similar fundraising activities. This position will be responsible for prospecting, identifying opportunities, building new business relationships, and generating revenue for existing and new projects through face-to-face meetings, sales calls, and making sales presentations. The position will be responsible for utilizing all media with interesting and effective press releases of FAS events and actions. A 15% commission is paid on all advertising revenue and a sliding scale will be established for commission based on the per team growth over the previous season’s benchmark. The position is a permanent, full-time position averaging 40 hours per week working within the confines of the office and externally as required to accomplish the responsibilities of the position.

Responsibilities

- Provide courteous and effective customer service; via office visitors, telephone and email by answering questions, preparing responses, and resolving problems.
- Maintain electronic and hard copy filing system
- Prepare agenda and documents for meetings
- Maintain office supply inventories
- Coordinate maintenance of office equipment
- Prioritize daily work flow
- Implement marketing campaigns to increase team and player registration.
- Prepare advertising options that offer businesses an opportunity to market their products through FAS avenues such as banner website ads, direct marketing to FAS players, and by sponsoring FAS bowling and softball tournaments, and other fundraising activities.
- Attend trade shows, fairs, and workshops.
- Prepare promotion plans, sales literature, media kits and sale contracts.
- Serve as media contact and writes press releases.
- Oversee and promote FAS branding through logo use and dispersion of printed materials.
- Create, implement and measure the success of marketing for new teams and players, display FAS’s desired image and position in the media and community, and increase revenue through advertising sales efforts

Qualifications

The Program and Media Manager will be thoroughly committed to FAS Nonprofit's mission. All candidates should have:

- Initially develop or have a deep knowledge of FAS, its history, programs, operations, and business plans.
- A bachelor’s degree in communications, PR or marketing and 2 years of experience in PR or marketing. Previous experience working with the media and experience in administrative duties preferred.
- A proven knowledge of clerical procedures and Microsoft Office skills.
- An excellent command of the English language and quality spelling, composition, and grammar with attention to detail and accuracy.
- Excellence in organizational management with the ability to set and achieve strategic objectives, and to multi-task efficiently in a fast-moving environment.
- Knowledge of principles and processes for providing customer and personal services including a customer’s needs assessment and meeting quality standards for services.
- Excellence in organizational management with the ability to set and achieve strategic objectives, and to multi-task efficiently in a fast-moving environment
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Be action-oriented, entrepreneurial, deadline oriented and adaptable, with an innovative approach to business planning.
- Possess passion, idealism, integrity, credibility, positive attitude, flexibility, confidentiality, initiative, and be mission-driven and self-directed.
- Have strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures.

FAS considers all applicants without regard to race, color, religion, sex, national origin, disability or veteran status.

