

**Position Overview:**

The SSYS Park Director is focused on the growth of SSYS programs and making an impact in the community. The ideal candidate brings strong experience in park administration, operations, campus management, marketing, donor development, vendor management, and leadership. This role will focus on coordinating all annual park programs for multiple leagues, managing equipment/supplies, driving communications from multiple stakeholders, and working with the City of Sandy Springs for exposure and compliance. In addition, the Park General Manager will lead the operations and management of the park, including facility maintenance and vendor management. The role will be responsible for marketing of the park and sports leagues, in addition to donor development and fundraising efforts. Finally, the Park General Manager will lead the finances and budget management of the SSYS organization.

Position Details & Requirements:**Administration & Operations**

- Coordinate all annual park programs and leagues: baseball, softball, football, and cheerleading - registration, equipment/supply and communication
- Administer park email as primary person for coordinating communications
- Ensure compliance with City of Sandy Springs guidelines for youth sports as it relates to coach compliance and registration protocols
- Coordinate with City of Sandy Springs on all items
- Primary point of contact for facility maintenance/scheduling and equipment ordering for all programs

Marketing & Public Relations

- Develop and implement cohesive marketing plan
- Pop-up events using promotional materials (unused SSYS t-shirts, hats, etc - or order budget friendly promo items) to boost social media presence and engagement
- Maintain and keep current SSYS website & social media platforms

Donor/Vendor Development

- Increase donor acquisition
 - Develop donor acquisition goals and strategic plan to achieve goals
 - Identify and apply for state and federal grants
- Form strategic partners through sponsorship packages (signage, social media promotion, etc.)
- Work with concessions for vendor promotion, pricing, sponsorships, and tie-ins with all SSYS promotional activity



How will the person/role be evaluated?

Administration

- Coordinate all annual park programs and leagues: baseball, softball, football, and cheerleading - registration, equipment/supply and communication
- Administer park email as primary person for coordinating communications
- Ensure compliance with City of Sandy Springs guidelines for youth sports as it relates to coach compliance and registration protocols
- Key Performance Indicators:
 - + increase in community engagement or registrants
 - response to all communications to park email or calls within 48 hours
 - Any infraction reported to city within 72 hours of occurrence
 - Fields ready for all and any events per schedule

Marketing & Public Relations

- Develop and implement cohesive marketing plan
- Pop-up events using promotional materials (unused SSYS t-shirts, hats, etc - or order budget friendly promo items) to boost social media presence and engagement
- Maintain and keep current SSYS website & social media platforms
- Key Performance Indicators:
 - Coordinated plan for each sport to communicate plans and activities
 - 3-5 social media updates on weekly basis
 - New program development (ie summer camps, fall instructions, etc...)

Donor/Vendor Development

- Increase donor/sponsor acquisition
 - o Develop donor/sponsor acquisition goals and strategic plan to achieve goals
 - o Identify and apply for state and federal grants
- Form strategic partners through sponsorship packages (signage, social media promotion, etc.)
- Work with concessions for vendor promotion, pricing, sponsorships, and tie-ins with all SSYS promotional activity
- Key Performance Indicators:
 - o Engage and respond to all donor/sponsorship inquiries within 24 hours
 - o Increase sponsorship/donations on annual basis
 - o Cross sponsorships where appropriate to drive visibility

Anyone interested, please contact SSYS @ ssysfinance@gmail.com