



Advertising Coordinator

Purpose

The AYSO volunteer position of advertising coordinator is intended to be responsible for ensuring communication of program, events, and information to surrounding schools, businesses, and media.

Specific Duties and Responsibilities

The advertising coordinator is expected to:

1. Gather information on registration days, soccer camps and clinics, late registration, etc;
2. Create fliers and ads publicizing such events and deliver the information;
3. Contact the appropriate organizations for publication and distribution in the right time frame; and
4. Work within regional ad budget.

Qualifications and Desired Skills

To be considered for the position of advertising coordinator, the applicant should:

1. Have excellent writing, grammar, and punctuation skills;
2. Be detailed oriented;
3. Be able to create advertisements and fliers;
4. Have good strength in communication; and
5. Successfully pass a screening, including a background check.

Supervision Protocols

While performing as the advertising coordinator, the volunteer is:

1. Subject to the bylaws, rules, regulations, policies, procedures, and guidelines of AYSO;
2. Under the overall authority of and directly supervised by the communication coordinator, and supervised indirectly by the regional commissioner; and
3. To maintain the recommended adult to child supervision ratio of 1:8 or less; that is one adult for every eight or fewer children and two adults (one of whom may be the coach and one of whom should be of the same gender as the group) present at all times. For the protection of both the children and the volunteer, no volunteer should permit himself or herself to be alone with any child or group of children (except his or her own) during AYSO-sponsored activities.

Time Commitment

The anticipated time commitment for an advertising coordinator is a full year. The estimated hours to fulfill duties by month shall be filled in by the regional communication coordinator:

Jan:	hrs.	Feb:	hrs.	Mar:	hrs.	Apr:	hrs.	May:	hrs.	Jun:	hrs.
Jul:	hrs.	Aug:	hrs.	Sep:	hrs.	Oct:	hrs.	Nov:	hrs.	Dec:	hrs.

Orientation, Training, Certification, and Continued Education Provided

To prepare a volunteer for the position of advertising coordinator, AYSO will offer the following educational opportunities which the volunteer is expected to take advantage of and participate in, as appropriate.

1. Orientation by the communications coordinator;
2. Board and Staff Introductory Certification (BASIC);
3. AYSO Safe Haven Program; and
4. Appropriate Management workshops.

Activity Locations

While performing the duties of advertising coordinator, the volunteer is limited to the following locations, unless expressly authorized in writing by the regional commissioner to hold activities in another location.

1. Regional board meetings;
2. The annual Section Conferences;
3. Assigned field and classroom locations; and

4. Independent work at home alone, in committees of adults, or in a properly supervised situation with children.