



## **MIAMI FC STREET TEAM JOB DESCRIPTION**

**The Miami FC, Miami's longest tenured professional soccer club and a member of the National Premier Soccer League, is searching for eager, enthusiastic individuals who are looking to break into the professional sports industry and comprise the Miami FC 2019 Street Team as the club enters its fourth season of play.**

**The Miami FC Street Team represents the Miami FC brand in all of its CSR and grassroots efforts in the community, including large and small-scale events, brand awareness projects and youth soccer league partnerships. The Street Team is also an integral part of the setup, execution, entertainment, fan engagement and guest relations efforts on Match Day at Barry University and Riccardo Silva Stadium at FIU. The ideal Street Team candidate is an outgoing, accountable, responsible, positive and detailed individual with a love of soccer and a passion for sports marketing.**

### **Essential Functions**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Assist with the safe and secure setup/displaying of all club marketing assets for events, including vehicles, tents, inflatables, games and interactive elements.
- Assist with the setup and execution of marketing activation areas on match days, including the One Goal Zone, premium areas, supporters tailgating events, as well as ticket sales and corporate partnerships activations.
- Assist in the facilitation of communication and collateral pieces to guests at home matches and events.
- Actively participate in the recruitment of potential fans, supporters and Season Members at all events.
- Act as a representative of the Miami FC in South Florida's diverse Hispanic community and assist in the continued growth of the South Florida soccer community.
- Work all Miami FC home matches at Barry University and Riccardo Silva Stadium at FIU.
- Execute grassroots marketing promotions throughout South Florida as assigned, including but not limited to youth soccer tournaments, community events, festivals, races, parades, concerts and away game watch parties.
- Acquire and collect lead data at all events for future marketing and sales efforts.
- Engage, answer questions and create dialogue about the club with prospective customers and sell The Miami FC experience.
- Serve as Match Day Guest Relations agents, including greeting guests as they enter the venue, distributing branded collateral and giveaways, inviting guests to participate in the activities and assisting fans with any questions they may have while visiting the stadium.
- Assist in the storage and inventory of all marketing/promotions materials and giveaways.

## **Preferred Skills**

- Excellent English and Spanish – verbal, reading and writing skills.
- Basic understanding of the South Florida soccer market, from youth and recreational through professional levels.
- Basic knowledge of the Miami/Ft. Lauderdale market.
- Must exhibit exceptional work ethic, professionalism, creativity, thoroughness, excellent organizational skills and good decision-making.
- Must be able to work flexible hours, including nights, weekends and holidays.
- Possess a charismatic, friendly and outgoing personality.
- Possess the ability to thrive under pressure with a positive attitude and maintain a high level of pride, professionalism and appearance.
- Fundamental knowledge of the Miami FC, U.S. Soccer, global soccer, and the local South Florida community preferred.
- Passion for soccer and The Miami FC is a plus.
- Candidates must possess a clean driving record and a valid Florida drivers license. Candidates may be asked to consent to a driver's and/or personal background search.
- Access to transportation and a cellular phone are both requirements of this position.
- Available to work two (2) to four (4) events per week in addition to all home matches.
- Flexible schedule – must be able to work unusual hours including evenings, weekends, and holidays as needed.
- Experience with event production/promotions/game presentation is a plus
- Must be able to work under diverse and occasionally extreme weather conditions.
- Must be able to lift equipment of at least 20 lbs.
- Must be able to stand and remain mobile for extended periods.
- Must be able to perform duties and functions in large crowds.
- Must be 18 years of age or older.
- Bilingual candidates are strongly encouraged to apply.

## **Work Environment**

While some duties may require the employee to visit The Miami FC office located at 1001 Brickell Bay Drive #2310, Miami, FL 33131, the majority of the duties will require the employee to travel to a variety of event locations as well as Barry University in Miami Shores and Riccardo Silva Stadium at FIU's main campus on home match days.

## **Position Type/Expected Hours of Work**

This is a part-time position, but requires the employee to be able to work flexible hours, including nights, weekends and holidays.

## **Required Education and Experience**

Minimum high school completion, some college education preferred, in Marketing, Public Relations, Sport Management, Business or related field.

## **AAP/EEO Statement**

The Miami Football Club, LLC provides equal employment opportunity to all individuals regardless of race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law. Further the company takes affirmative action to ensure that applicants are employed and employees are treated during employment without regard to any of these characteristics. Discrimination of any type will not be tolerated.

## **CSR Statement**

The Miami FC is the team of the Community and a leader in Corporate Social Responsibility (CSR), uniting and advancing Miami through its mantra of “One Goal.” “One Goal” is driven by extending the platform of soccer to make a positive and significant impact in youth education, health and wellness, and community service through the pillars of Philanthropy and Corporate Citizenship. Part of being a Miami FC employee is engaging in the “One Goal” mission and club initiatives that benefit society and the community around us. It is part of our core operations to integrate and become part of our communities. At the Miami FC we practice what we preach, and transparency and honesty about what we do is paramount to earning the public’s trust. We expect our employees to engage in the club’s employee service program, *Community Keepers*, and participate in The Miami FC Foundation’s fundraising events and multiple employee giving offerings.

## **EQUAL OPPORTUNITY EMPLOYEEER**

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

## **JOB QUESTIONS:**

- 1) How did you hear about this job?
- 2) Approximately how many marketing, or soccer related events have you worked in the past? Please describe at least one.