

Fan Experience Coordinator



Department: Marketing

Reporting to: Assistant Sporting Director

Status: Volunteer (Part-Time)

Club employment Statement

Coastal Kings FC is a US Soccer 4th Division soccer club celebrating it's inaugural season in 2025/2026. As a non-profit start up all positions within the club are volunteer (part-time) non-paid positions. If you are a college student needing internship hours, we are happy to work with you and your college/university to satisfy your internship needs.

About Coastal Kings FC

Coastal Kings FC is a UPSL Club in Savannah GA. The Club's mission is to be a unifying force that is bigger than one city. To encourage a sense of belonging through a collective, and ambitious approach that guides efforts on and off the pitch. The Kings are committed to driving growth through the sport and community outreach. Coastal Kings FC is owned by Sweetwater Group Holdings LLC.

Position Summary

The Fan Experience Coordinator is responsible for creating and managing the relationships with Recognized Supporter Groups and all Coastal Kings FC fans to ensure Kings matchdays represent the most impressive matchday atmosphere in UPLS. In this position, the coordinator will play an integral role in increasing strategic fan loyalty and growth by working directly with the groups and the general fanbase to organize and mobilize ahead of matchdays – both home and away – throughout each season. By establishing a regular cadence of meetings and interactions with groups and fans and investing time in understanding every aspect of fans' ongoing experience with the Club, the ideal candidate will strive to make Coastal Kings FC and its fanbase the most active and well-respected unified fanbase in the league.

Primary Responsibilities

- Serve as the liaison for Coastal Kings FC Recognized Supporters Groups and all fans across the Savannah metro area and beyond
- Amplify the voice of the fans by facilitating and strengthening the relationship between fans and the front office through regular meetings with Club leaders
- Contribute to creative development of fan marketing which elevates brand perception, cultural connection and fan engagement
- Promote and attend special events and functions to represent the Coastal Kings FC fanbase
- Prioritize enhancing the matchday atmosphere by working with supporters and internal department leaders to create new moments that resonate with all fans
- Research other teams, leagues and brands that have best-in-class relationships with their fans and find ways to engage new audiences
- Coordinate and participate in community service activities on behalf of the Club and with Recognized Supporters Groups
- Monitor and track fan sentiment of Coastal Kings FC and assist analytics and marketing teams on how to best utilize those insights
- Collaborate with the production and entertainment teams to find make the fan experience accessible and enjoyable to all

- Lead the Visting Supporters Groups communications and meetings for any UPSL or other opponents
- Other duties assigned as necessary

Minimum Qualifications

- Must be able to work within a team atmosphere, in non-traditional settings, and work non-traditional hours including nights, weekends, and holidays
- Must pass pre-employment screenings

Qualifications, Skills and Education Requirements

Preferred Qualifications

- Have a “can do attitude”
- Knowledge of the sport of soccer
- Understanding of Supporters culture in soccer
- Sports & entertainment, property, or agency experience
- Bilingual or multi-lingual skills

Leadership, Work Ethic, and Culture

- Strong leadership skills and business acumen.
- Exhibits a team-oriented approach, always prioritizing team above self.
- Demonstrates commitment to the organization’s vision, mission, and core values.
- Projects a positive image as well as inspiring trust and credibility with stakeholders.
- Demonstrates ability to adapt and adjust to changing needs of the business while demonstrating a positive attitude.

Judgment, Decision-Making and Sense of Urgency

- Demonstrates exceptional judgment in carrying out duties.
- Demonstrates strategic thinking capabilities.
- Able to clearly define complex issues; identifies and discusses potential solutions with key stakeholders; shapes opinions and works to build consensus as appropriate; uses broad knowledge and common sense.
- Acts with purpose and urgency in making timely recommendations and decisions.

Communication

- Communicates clearly and effectively; possesses excellent interpersonal skills.
- Keeps leadership informed of important issues/aspects of the marketing performance.
- Uses effective communication tactics regarding the manner of communication, tone, and channel in all circumstances.
- Embraces an inclusive style of communication; actively listens and acknowledges conflicting points of view and treats all points of view with respect.

Work Environment

This job operates remotely and outside in a stadium facility at times which may include inclement weather conditions. This role routinely uses standard office equipment such as computers, phones,

photocopiers, filing cabinets and fax machines. Some travel may be required to away games or for other business purposes.