

Roc City Sailing, Inc. (RCS)

Marketing Job Description

Rev. 2 February 2026

Background: Roc City Sailing (RCS) is an IRS 501(c)(3) non-profit organization based in Rochester, NY. It operates out of the Rochester Canoe Club (RCC) along the shores of Irondequoit Bay off Lake Ontario. RCC is a volunteer and family based one design dinghy sailing and racing club established in 1881 with a long history of developing both pleasure and nationally competitive sailors. ***RCS's mission, with the joint support of RCC's facilities and equipment, is to educate, promote and advance the sport of sailing for the Greater Rochester Community in a safe, fun and affordable environment.***

Job Title: RCS Marketing Associate

Reports to: RCS President and Board of Directors

Job Purpose / Overview: Manage and execute RCS marketing and program promotion activities. Communicate to and take direction from the RCS President and Board of Directors.

Compensation: \$20-25+ per hour dependent on qualifications and experience

Job Classification: This is a 1099 contractor position. The contractor will be responsible for all federal, state, and local taxes. The contractor will not be eligible for employee benefits.

Work Location / Environment:

Roc City Sailing operates out of the Rochester Canoe Club, 2050 Bay Shore Blvd, Rochester NY 14622. Work can be completed at other remote locations at the contractor's discretion, although residence in the Greater Rochester area to facilitate access to Roc City Sailing activities is a plus.

Work Days / Hours: This is a contractor position with flexible work hours. Approximately 30 to 40 hours are estimated to complete RCS marketing and promotion activities during the months of Feb-March-April-May-June-July-August (estimate of 4 to 7 hours per week during those 7 months).

Essential Duties and Responsibilities:

- o Create and publish Facebook, Instagram and other digital and print content (flyers, posters, etc.) to communicate, promote, and market RCS sailing programs and events.
- o Specific deliverables, timelines, and communication expectations will be defined in the Independent Contractor Agreement.

Preferred Qualifications:

- ***Knowledge & Experience:***
 - o 2 or more years sailing/boating experience
 - o Familiarity/experience with sailing school operations
 - o Familiarity/experience with sailing club operations
 - o Social media and marketing tools – Facebook, Instagram, MS PowerPoint, Excel, Word and Apple IOS equivalents
 - o Previous work with non-profit organization
 - o Previous marketing experience
- ***Skills & Abilities:***

- o Communications – verbal, writing, graphics, photography ...
 - o Facebook and Instagram account management
 - o Website management
 - o Time management
 - o Organization
 - o Creativity
 - o Good communicator
 - o Outgoing
 - o Self-directed
 - o Positivity
- **Miscellaneous:**
 - o RCS reserves the right to complete a background check on any applicants as part of the hiring process.
- **Contact Details:**
 - o **Ralph Simpson**
President
Roc City Sailing Inc. <https://roccitysailing.org/>
126 Elmore Road, Rochester NY 14618
cell: 585-414-4692
email: ralph.simpson@roccitysailing.org
 - Rochester Canoe Club**
2050 Bay Shore Boulevard, Rochester NY 14622
<http://rochestercc.org/>