

Senior Coordinator, Communications

Sport for Life is recognized as a team of global experts on the Canadian Sport for Life movement, Long-Term Development in Sport and Physical Activity, and physical literacy development. The purpose of the Canadian Sport for Life movement is to improve the quality sport and physical literacy ecosystems. Sport for Life links sport, education, recreation, health and governments to align community, provincial and national programming. Through Long-Term Development in Sport and Physical Activity and physical literacy development, Sport for Life works to be a catalyst for positive change.

Sport for Life has robust communications to share knowledge which support our mission to develop physical literacy and improve the quality of sport by making linkages between health, education, recreation, sport, community, and provincial and national programming, all in support of long-term development in sport and physical activity. The Senior Coordinator, Communications is the point person for Communication as it relates to the organization as a whole which will contribute to our Strategic Priorities of (i) Enhance product / knowledge delivery and mobilization to improve our global reach and impact and (ii) Optimize business performance towards organizational sustainability. Further, it's expected the position would support the messaging and social media delivery to ensure high quality communications are delivered by Sport for Life to achieve Strategic Priorities. As well, where appropriate, utilize the Physical Literacy for Life charity to achieve the expected results.

Reports to: Senior Manager, Communications

Roles & Responsibilities:

Communications Coordination

- Advise, recommend and contribute to communications strategies including work-backs plans, promotional campaigns, updating and adhering to the Sport for Life communications plan
- Oversee, develop, and implement communication strategies that target key stakeholders
- Establish and maintain relationships with internal departments to deliver content messaging pertinent to the various departmental needs.
- Support Sport for Life team in using digital communication tools as part of their day-to-day activities
- Provide communication and data collection support for various aspects of grant applications

Social Media

- Manage social media accounts
- Collaborate with Communications team to develop, design visually appealing content for the different social media accounts
- Report daily on online reviews and feedback from customers and users

- Support daily forms of social media communication
- Develop and track report generation

Communication and Messaging

- Supervise branding and communications for events and resources
- Support with edits and updates to all forms of communications
- Determine and execute cross-promotional opportunities including development and sharing of messaging toolkits and promo campaigns
- Support the Senior Manager of communications with administrative duties and day-to-day activities
- Respond to incoming inquiries for external partners, as needed
- Major Event Support, as needed

School Physical Activity and Physical Literacy project

- Executes the goals and objectives of the SPA-PL Communications Plan.
- Oversees and manages the communications guidelines and requirements for component language and formatting across the project.

Media

- Respond to media inquiries and maintain relationships with journalists and other members of the press

Preferred Skills & Qualifications:

- Bachelor's or Master's degree in related field, or relative experience
- 3-5 years of relevant work experience
- Background or experience in field of education with knowledge of physical education preferred
- Excellent communication skills, verbal and written, both internally and with external partners
- Ability to work individually and in team environments and work effectively with a geographically dispersed team
- Bilingualism (French and English), is an asset
- Comfort with technology - expertise in specific platforms is an asset
- Experience in
 - Project management including being part of effective teams for fast paced environments with a variety of stakeholders
 - Website content management systems, specifically WordPress
 - Email marketing tools such as Mailchimp or Constant Contact
 - Social media platforms and their analytic functions, including Twitter, Facebook, Instagram, YouTube, Vimeo
 - Google Analytics and Search Engine Optimization (SEO)
 - Adobe Creative Suite (Photoshop)

The annual salary for this position will range from \$47,840 to \$48,880 based on 40 hours per week. Position will be remote work with an at home work environment. Candidates must have Canadian work credentials.

Please submit a cover letter and resume by January 31st, 2022 to office@sportforlife.ca. We thank all applicants for their interest but note that only short-listed candidates will be contacted.

Sport for Life is committed to fostering an equitable workplace as a source of excellence, cultural enrichment and social strength. We welcome expressions of interest from those who identify with historically underrepresented groups such as: Indigenous, First Nation, Métis and Inuit peoples, people of a myriad of gender identities and racialized minorities, people of diverse ethnic origins, and various religious and spiritual beliefs; and people with invisible and visible varied abilities; people at various ages and stages of life; and people of diverse sexual orientation. We recognize this is not an exhaustive list of all identities.

We believe sharing your identity is your choice in the application process. Therefore, if this job description entices you then you are welcome to apply. If you have any accessibility needs, then please let us know at any point in the application process where you feel comfortable doing so.

For more information on...

Sport for Life, www.sportforlife.ca

School Physical Activity-Physical Literacy, www.schoolpapl.ca

Physical Literacy, www.physicalliteracy.ca