



**CANOE KAYAK
CANADA**

**It's Who We Are.
C'est Notre Nature.**

EXCITING CAREER OPPORTUNITY

Communications Coordinator

Canoe Kayak Canada (CKC) is the recognized authority by the International Canoe Federation on all aspects of paddling in Canada including the Olympic disciplines of sprint and slalom, and the Paralympic discipline of Paracanoe. Our vision is to be a Canadian sport for families, communities and champions.

Located in Ottawa, the Communications Coordinator is responsible for managing the development and delivery of the Canoe Kayak Canada (CKC) communication plans and coordination of special events. Reporting to the Chief Executive Officer and the CKC Communications Lead, the Communications Coordinator will work with the Senior Leadership Team to manage and support communications, media relations, events, and provide support to the CEO with respect to sponsorship and partner support. (see full job description below).

Qualifications:

Education and Experience:

- Undergraduate Degree in a related field
- 2-5 years related field experience

Skills and abilities:

- Strong and proven writing skills
- Graphic design skills (Photoshop and InDesign) plus an understanding of brand principles
- Proficiency in developing high quality content for social media platforms
- Proficiency in CMS website editing and maintenance
- Understanding of the technical side of the live streaming and broadcast industry
- Strong interpersonal and organizational skills
- Knowledge of the Canadian sport system and media landscape is considered an asset

- Bilingualism a strong asset

If you possess the passion and qualifications for this position, please submit your resume along with a covering letter clearly outlining why you believe you are a good fit for our organization. Only those selected for interviews will be contacted.

Application deadline is January 14, 2022 at 4:00 pm ET. Please submit applications to cwade@canoekayak.ca.



JOB DESCRIPTION

Communications Coordinator

A. General Description

The Communications Coordinator is responsible for coordinating the development and delivery of the Canoe Kayak Canada (CKC) communication plans and support the coordination of key CKC Events, including the Annual Summit and National level Competition support. The Communications Coordinator will work with the Senior Leadership Team to coordinate and support communications, media relations, event management and provide coordination support to the CEO and CKC's Communication Lead. This position is based at the national office in Ottawa, ON. Consideration may be made for remote working arrangements for certain candidates. Occasional travel to the National Office will be required.

B. Organizational Scope

The Communications Coordinator, in consultation with the Communications Lead and CEO, has sufficient authority to take measures that are necessary in the daily operation of the communication programs within the bounds of approved policy and the annual operating budget for that program.

C. Reporting Structure

The Communications Coordinator reports to the Communications Lead and Chief Executive Officer and collaborates regularly with the Senior Management Team and CKC staff.

D. Specific Responsibilities

Communications:

Development and execution of communication strategy, including a specific social media strategy

under the direction of the CKC Communications Lead and CKC Leadership Team.

- Oversee and maintain canoekayak.ca as a critical component of the organization's communications strategy
- Plan and support the communications roll out of CKC programs, events, team announcements and major stakeholder updates
- Share information with community stakeholders on CKC events for both logistical and promotional purposes (Championships, Trials, Major Games)
- Draft communication content through relevant channels including; email, social media, website and stakeholder communications
- Coordinate the annual report and other key communications for the CKC Annual Summit
- Provide marketing and branding support for the CKC Apparel program and online store
- Manage translations services
- Maintain up-to-date stakeholder contact lists

Media Relations:

- Draft news releases to promote events and National Team performances
- Maintain an up-to-date media database
- Respond to media requests and coordinate responses by arranging interviews, supplying photos and B-roll footage
- Support the Communications Lead as needed in providing media training for teams and coaches
- In partnership with the Communications Lead, manage the technical side of a broadcasting events, supplying content and being the liaison between the broadcaster and the production company

Event Support:

- Assist with the tactical planning and implementation of corporate and domestic events
- Coordinate streaming for domestic events
- Coordinate photography of domestic events

- Coordinate content including presentations, reports and packages
- Coordinate audio-visual services and implement signage
- Draft speeches and speaking programs
- Coordinate awards including athlete retirements, Gilbert Award, assist with Coach Excellence Awards and assist in the roll out of CKC's Hall of Fame program
- In partnership with the Communications Lead, promote CKC's brand; i.e. develop and produce creative content including videos, brochures, apparel, signage
- Support development of CKC's brand initiatives; social media campaigns, events and other publicity strategies
- Maintain website and liaise with contract developer to implement ongoing changes
- Assist in managing sponsor activations, including servicing sponsors and official suppliers to provide them visibility in exchange for support

E. Travel

The Communications Coordinator will be periodically required to travel throughout the year. The association has a compensatory time off policy to cover such travel necessity as outlined in CKC's Human Resources Manual.