



About AthletesCAN

AthletesCAN, the association of Canada's national team athletes, is the only fully independent and most inclusive athlete organization in the country and the first organization of its kind in the world. As the voice of over 6,000 current and recently retired Canadian national team athletes, AthletesCAN membership spans 68 sports across the Olympic, Paralympic, Pan/Parapan American, and Commonwealth Games, and those currently funded by Sport Canada competing at Senior World Championships.

AthletesCAN ensures an athlete-centered sport system by developing athlete leaders who influence sport policy and, as role models, inspire a strong sport culture, through educational resources, support, training and professional development.

Follow us on social @AthletesCAN or visit [AthletesCAN.ca](https://athletescan.ca).

Position Description

Starting Date: April 2023

Position: Coordinator, Digital Media & Communications

Type of Position: Permanent, Full-Time

Location: Remote

Reports to: Manager, Communications & Sport Partnerships

The Coordinator, Digital Media & Communications is responsible for providing effective support to AthletesCAN staff, Board, members, alumni and volunteers; and support with AthletesCAN online presence. Specifically, the *Coordinator, Digital Media & Communications* will fulfill the following non-exhaustive list of duties and capacities:

Marketing & Digital Media

- Responsible for overall website maintenance using Wordpress, identify opportunities to improve website, continuously build our online presence, and support organic growth using SEO
- Identify and create engaging digital content promoting AthletesCAN members, build and maintain audience engagement across all platforms
- Create and maintain monthly analytics reports on all digital assets, including website, newsletter, and social media
- Support with content curation for recurring newsletter
- Create graphics to support all digital media campaigns, including social, website, newsletter, press releases, e-signatures, etc.
- Communication
- Support Manager, Communications & Sport Partnerships with timely communication of information to AthletesCAN members, Partners, and stakeholders via Email Marketing platform such as Mailchimp
- Engage actively with Board of Directors and Staff Members



Ambassador

- Represent AthletesCAN in a professional manner at public functions such as conferences, receptions, Forums, meetings, and various engagements, as designated by the president or a designee.
- Act as an official representative of AthletesCAN; as such is discreet, sensitive, displays sound judgment and is tactful in amplifying the Canadian athlete voice
- Be familiar with the organizational structure, general policies and procedures of AthletesCAN in order to direct inquiries to the applicable resource person
- Collaborate with the Manager, Athlete Projects & Operations to understand and represent the opinions and concerns of Canadian high-performance athletes to partners and stakeholders
- Support the Manager, Communications & Sport Partnerships with preparation of written materials for the Board of Directors
- Identify opportunities to engage Canadian sport system partners
- Support AthletesCAN projects

Programs & Services

- Support the Manager, Communications and Sport Partnerships with digital media requirements for the following programs:
 - Forum & AGM
 - Canadian Sports Awards
 - Other Promo Campaigns

Administrative Operations

- Manage the database of AthletesCAN and all associated mailing, information and communication lists
- Provide technical and administrative support where appropriate and as assigned
- Contribute to planning and delivery of events and activities

Level of Reporting and Function

- Report to the Manager, Communications and Sport Partnerships
- Work with contractors as required and service providers on an ongoing basis
- Communicates with partners, supporters, and sponsors on an ongoing basis
- Work with Association members and Canadian athletes directly.

Ideal candidate will have

- Bilingual (French/English)
- Familiarity with Canadian Sport System
- Experience with Wordpress, SEO, Mailchimp or other Email Marketing tool
- Experience with Adobe Creative Suite and Canva an asset
- Demonstrated success with creating and maintaining an engaging social media presence, ability to keep up with current trends
- Demonstrate strong communication and interpersonal skills, with the ability to lead and take initiative when addressing challenges
- Ability to effectively organize multiple tasks and projects with attention to detail to meet deadlines





- Ability to work collaboratively as a member of a team in the pursuit of common goals and build positive relationships

APPLICATION INFORMATION

Interested candidates should e-mail their resume and cover letter format by March 13th, 2023 to Erin Willson, President, at info@athletescan.ca with “Coordinator, Digital Media & Communications” in the subject line.

For more information about AthletesCAN please visit AthletesCAN.ca

We thank all candidates who apply, only those to be interviewed will be contacted.

Please note that all recruitment will be conducted through AthletesCAN.ca, our official social media channels (@AthletesCAN) and our authorized email domain (@athletescan.ca).

If you are contacted about a position with AthletesCAN from an unauthorized account, please do not share any personal information or engage with the sender. AthletesCAN will not ask you unsolicited to provide this information, or to purchase anything as part of any legitimate, verified hiring process through our organization.

