



## COMMUNICATIONS AND MARKETING COORDINATOR

**Position Title:**

Communications and Marketing Coordinator (Full Time)

**Supervisor Title:**

Competitions, Events and Marketing Manager

**Rugby Ontario:**

Rugby Ontario is the provincial sports governing body responsible for the organization of rugby in Ontario. Our vision is to lead the sport of rugby in Ontario into a new era of growth through increased participation, community involvement, sound administration and successful player development. Our mission is to establish a stronger identity for rugby in Ontario by promoting the sport's core values and by fostering a culture of inclusiveness and excellence on and off the field of play.

**Job Description:**

The Rugby Ontario Communications and Marketing Coordinator is primarily responsible for creating and delivering a communications and marketing strategy on behalf of the organization. The Communications and Marketing Coordinator is responsible for all media relations on behalf of the organization, working with media partners across the province at national, provincial and local levels. The individual will also be responsible for creating and publishing content on Rugby Ontario's various platforms, public relations, internal and external communications, graphic design, video production and photography.

**Principle Responsibilities:**

- Create, implement and evaluate communication strategies and plans that align with Rugby Ontario's strategic plan
- Set goals and measurable objectives to enhance the profile of partners, stakeholders, athletes, coaches, match officials, and administrators within the Ontario rugby community
- Provide communications and marketing support to promote all Rugby Ontario events and initiatives (Provincial Matches, Championships, Special Events, Programs, etc.)
- Implement and evaluate Rugby Ontario's social media plan
- Manage and evaluate [www.rugbyontario.com](http://www.rugbyontario.com) and [www.rugbyinthesquare.com](http://www.rugbyinthesquare.com); monitor effectiveness of sites and ensure updates are made as required
- Manage Rugby Ontario's social media presence (Facebook, Twitter, Instagram, YouTube, etc.); ensure updates are made as required
- Develop press releases, key messaging; organize press events and coordinate media requests
- Leverage current relationships, while fostering new opportunities with key media journalists, personalities and stakeholders, driving awareness of Rugby Ontario and



the Ontario rugby community

- Providing direction and supervision to Communications and Marketing Intern(s)
- Develop communication strategies and tactics particularly focused on Rugby Ontario Championships, Special Events and high-performance teams
- Work with the Competitions, Events and Marketing Manager and the Chief Executive Officer to develop sponsorship decks and presentations
- Collaborate with Rugby Ontario's High-Performance department to develop marketing material and continually update team performance and news through social media, press releases and on individual team webpages
- Other duties as assigned by the Competitions, Events and Marketing Manager and/or the Chief Executive Officer

#### **Desired Experience and Qualifications:**

- A post-secondary level of education in a related field of study (ie. Communications, Journalism, Marketing, Sports Management)
- 2+ years of professional experience in a comparable communications or marketing role, preferably in sport
- Exceptional planning, analytical and reporting skills
- Self-directed and results oriented with the ability to multi-task and problem solve in a fast-paced organization
- Excellent creative writing and editing skill set
- Proficient computer skills using both Mac and PC, and Microsoft Office
- Proficient skills using Adobe Creative Suite and Final Cut Pro is an asset
- Knowledge of Rugby Ontario and the Ontario rugby community is an asset
- Experience in new media including strategic policy and content creation
- Experience in media relations including press writing and conference facilitation
- Ability to work within a flexible schedule
- Demonstrated strong values and ethics, in accordance with Rugby Ontario's organizational values (and other Rugby Ontario policies), through personal and professional behaviours
- Demonstrated experience working with and supporting volunteers
- Travel and access to a vehicle are required

The incumbent must also demonstrate the following personal attributes that reflect Rugby Ontario's organizational values:

**Accountability:** by acting in a fiscally responsible and transparent manner with Rugby Ontario funds, governance and operations

**Excellence:** by designing and delivering the best possible programs and services for all Rugby Ontario stakeholders

**Accessibility:** to all Ontarians, regardless of gender, ethnicity, ability or socio-economic status

**Innovation:** becoming the leader amongst sport organizations by continually looking for ways to improve



**Fairness:** by being consistent in the interpretation and application of policies and procedures, and on all matters related to the governance and operations of Rugby Ontario

**Respect:** acknowledge and accept the feedback and input from stakeholders in a way that is mindful of diversified viewpoints and engages contributions to Rugby in a spirit of sportsmanship and community

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Communications and Marketing Coordinator

**Compensation Package:**

Salary will be commensurate with experience, with an expected first-year salary of \$40,000 plus monthly cell phone allowance and company benefits program

**Location/Provincial Office:**

55 Gordon St, Whitby ON L1N 0J2

**To Apply:**

Please forward your cover letter and resume via email by 5:00pm ET on Friday, October 12, 2018 to Joe Schissler, Rugby Ontario Competitions, Events and Marketing Manager at [jschissler@rugbyontario.com](mailto:jschissler@rugbyontario.com) citing the position title in the subject line.

*Rugby Ontario is an equal opportunity employer. Please contact the hiring manager if you require any accommodations during the application process. Thank you to all those who apply. Only those individuals selected for an interview will be contacted.*