



## COORDINATOR, MARKETING AND COMMUNICATIONS

STATUS	Permanent Full-Time
REPORTING TO	Manager, Marketing and Communications – Marketing and Communications Department
LOCATION	Ottawa, ON
ANTICIPATED START DATE	April 2025
SCHEDULE	40 hours per week (Monday to Friday)
ANNUAL SALARY	\$45,000

## POSITION SUMMARY

Reporting to the Manager, Marketing and Communications, the Coordinator, Marketing and Communications is responsible for implementation of the Coaching Association of Canada's overall marketing and communications strategy.

## CORE DUTIES AND RESPONSIBILITIES

### Marketing Support

- Coordinate projects and initiatives led by the Marketing and Communications department as assigned, including the preparation of marketing and communication plans, drafting program communications, and working with external creative agencies as needed.
- Provide marketing support to projects led by other departments, such as developing promotional materials, creating content, video development support, or assisting with the implementation of marketing campaigns and paid advertising to enhance the project's visibility and success.
- Ensure consistent messaging and adherence to organizational brand guidelines across all assigned projects and initiatives.
- Using established templates and processes, develop and activate marketing and communication plans to promote assigned projects and initiatives.
- Ensure proper accounting, documentation, and file management for assigned projects.

### Communications and Content

- Assist in planning, implementing, and evaluating communications strategies and plans aligned with the Association's strategic plan.
- Research, write, and/or edit quality and timely communications content for target audiences, including newsletters, announcements, social media copy and creative, articles, news releases, presentation materials, and other as required.
- Administer distribution of CAC communications to partners and interested parties, including newsletters, emails, and news releases.
- Support the Marketing and Communications team with the creation of graphic design requirements.

- Serve as a communications resource to CAC internal teams, assisting with development and implementation of communication plans as needed.
- Assist in identifying emerging issues within the sport community and help the CAC prepare appropriate messaging and strategies when required.
- Monitor traditional media coverage for stories and issues.

### **Digital Strategy (Website, Digital Platforms, Social Media) and Analytics**

- Maintain and manage internal communications email inbox and subscriber lists for external communications.
- Oversee population and deployment of CAC's monthly eNewsletters
- Monitor the CAC's social media platforms and engage with our followers accordingly.
- Measure success and impact of communications strategy and engagement across all platforms.
- Update the CAC's bilingual website, ensuring the CAC brand is accurately presented in all facets of the site.
- Track website data through GA4 and compile monthly analytics and reports.

## **REQUIRED KNOWLEDGE, SKILLS, ABILITIES, & OTHER COMPETENCIES**

The following knowledge, skills, abilities, and other factors, gained through work experience, education, or a combination thereof, are essential for success in the role.

These core competencies are behavioural expressions of the CAC's aspirational values. All current and prospective employees should demonstrate the ability or potential to perform in these areas.

### Functional and Job-Specific Competencies

- Brand integration: adept at incorporating brand identity into various forms of communication and marketing efforts.
- Campaign management: the ability to create and execute an action plan to achieve a particular goal regarding a product, service, or brand.
- Content creation: the ability to produce relevant, engaging, and informational material for distribution.
- Project management: the ability to plan, initiate, execute, control, and close the work of a team to achieve specific goals.
- Audience identification: the process of defining a target audience for products, services, or content.
- Data insights: the ability to gather, assess, and interpret data to inform improvements to products, services, or strategies.
- Time management: the ability to properly prioritize, allocate, and utilize time effectively to achieve competing tasks and deadlines.
- Demonstrated knowledge of principles, practices, techniques, and leading practices related to internal and external communications, current trends in social media, and digital content creation.
- Experience working with email marketing software (e.g., MailChimp).
- Proficient in editing / graphic design tools (e.g., Adobe Photoshop, Premiere Pro, Canva).
- Experience working with website content management systems (e.g., Drupal); knowledge of HTML would be considered an asset.

- Preference will be given to bilingual (English/French) candidates.
- Post-secondary education in relevant field or an equivalent combination of education, training, and expertise.

## WORK ENVIRONMENT

- The CAC operates a hybrid work model with employees working in the office 3 days per week. All employees have a dedicated workspace within a shared office environment.
- The incumbent will be required to complete 8-hour work shifts within the hours of 7h00 to 18h00, with consideration given to accommodation requirements.

## APPLICATION INFORMATION

The CAC is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, color, ethnic origin, citizenship, creed, gender identity, sexual orientation, record of offences, age, marital status, family status or disability.

Please send your resume and cover letter by January 26<sup>th</sup>, 2025, to [hr@coach.ca](mailto:hr@coach.ca). **Only applications submitted to [hr@coach.ca](mailto:hr@coach.ca) will be considered for the position.** All responses are appreciated, however, only those selected for an interview will receive a reply.