



*Canada Artistic Swimming is looking for a motivated and qualified individual to join its dynamic team as a*

## **Communications & Marketing Coordinator**

Reporting to the Director of Communications and Events, the individual in this role holds key responsibility for the organization's corporate communications, with emphasis on the implementation of digital and social media strategies, public relations and other strategic communication initiatives that drive brand awareness and measurable engagement with the organization and its offerings. As this role is part of a small staff team, flexibility to take on other tasks as needed is expected.

### **DUTIES AND RESPONSIBILITIES**

- Create and manage content that positions Canada Artistic Swimming as thought leaders in the sport community, in respect of its vision and values
  - Develop creative and influential content that drives people to take action, including stories, press releases, newsletter, social media content and web copy
  - Curate CAS social media presence to keep followers engaged and educated
  - Contribute to national social media campaigns and coordinate live social media coverage at events
  - Analyze the performance of CAS website, marketing campaigns and other digital communications and propose improvements for increasing impact
- Participate in multidisciplinary project teams to plan, implement and deliver on content for web and social media and analytics
- Coordinate the production of creative products and materials including videos, digital publications, infographics, advertising, social media content and event materials
  - Make creative data visualizations to communicate insights and trends
  - Understanding how users interact with CAS online and get to know our audiences to the point where you can predict what they are looking for and respond before they ask
- Take part in the development and support of communication strategy planning
- Monitor usage of CAS and provincial branding to ensure it meets guidelines and standards
- Work closely with our programs as well as our various strategic partners, as they will look to you for insights and advice on how to improve their reach
- Perform the duties stated as a responsible term employee of Canada Artistic Swimming observing and supporting all policies and procedures as set by the Board of Directors
- Represent the vision, mission and values of Canada Artistic Swimming, and conducts oneself according to ethical standards generally accepted in business.



## **CORE COMPETENCIES**

- **Spoken and written professional ability in both English and French**
- Establishes clear priorities and manages projects, activities and resources effectively with specific attention to detail and timelines
- Highly organized with strong problem-solving skills
- Able to multi-task and navigate multiple projects, deadlines and potentially conflicting priorities
- Excellent judgment and conflict resolution skills.
- Ability to take initiative, work both independently and as part of a team
- Excellent written and verbal communication skills including ability to proof and edit others' work
- Excellent customer service orientation.
- Able to handle sensitive information in a professional and confidential manner.
- Excellent computer application skills
- Able to work effectively in a fast-paced, high-pressure environment.

## **QUALIFICATIONS, EXPERIENCE AND KEY SKILLS**

- A minimum of an undergraduate degree in communications, commerce, public relations, journalism, marketing or related field, or demonstrated equivalent combination of education, training and expertise
- Experience in using digital asset management tools (website CMS (Wordpress), newsletter (Mailchimp), survey (Formstack), etc)
- Skills and knowledge of the Microsoft Office Suite and Google online documents suite is required.
- Excellence in organizational management with the ability to work effectively on a diverse staff team or independently, manage, and execute events, set and achieve objectives, and manage a budget;
- Passionate, possessing great integrity, a positive attitude, is mission-driven, and self-directed.
- Strong assets:
  - Experience working with volunteers
  - Experience using graphic design and video editing applications from Adobe (InDesign, Illustrator, Premiere)
  - Experience working with a national sports organization.



## DETAILS

- This is a full-time permanent position with opportunity for flexible hours.
- Ability to work weekends and flexible hours, including travel to meetings or events, is required
- The compensation package, including comprehensive health benefits, will be based on the successful candidate's qualifications and experience
- Canada Artistic Swimming Head Office is based in Ottawa, but applicants located anywhere in Canada will be considered and may be allowed to work remotely. The position is currently a remote working position because of the pandemic.

## APPLICATION PROCESS

Apply in confidence by sending your cover letter and resume by **March 8, 2021** to Canada Artistic Swimming at [info@artisticswimming.ca](mailto:info@artisticswimming.ca).