

MANAGER, MARKETING AND COMMUNICATIONS

STATUS	Full-time Employee
REPORTING TO	Director of Marketing and Communications
LOCATION	Ottawa, ON
START DATE	January 2019

SUMMARY

The Coaching Association of Canada unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

As a key member of the Marketing and Communications Team, the Manager, Marketing and Communications, will lead the development and implementation of the CAC's communications and media relations strategy. The Manager, Marketing and Communications will work collaboratively with the CAC staff, partners, and stakeholders to identify opportunities to promote the National Coaching Certification Program (NCCP), campaigns, highlight quality coach education opportunities, and increase awareness of the value of coaches in Canada. They will manage internal and external marketing and communication activities that contribute to the overall goals and initiatives of the Association and its partners.

DUTIES & RESPONSIBILITIES

Communications:

- Lead the development, implementation, and evaluation of communications strategies and plans aligned with the CAC's strategic plan;
- Assist in developing and managing an awareness and public relations strategy to encourage growth in existing and new markets;
- Proactively identify and fulfill communication needs as they relate to internal and external audiences, CAC programs, and partner relations;
- Lead website development of coach.ca, oversee content development and updates of the CAC's bilingual website ensuring the CAC brand is accurately presented in all facets of the site;
- Serve as a communications resource to NCCP Partners in assisting the development and implementation of their communications plans as they relate to coaching and coach education;
- Work with NCCP partners to enhance brand recognition and value of trained, certified, and Chartered Professional Coaches;
- Manage all communications on CAC's social media platforms (Facebook, Instagram, LinkedIn, etc.).

Media Relations:

- Act as initial media relations contact for the CAC in responding to media and public inquiries as needed, liaising with CAC staff and partners;
- Assist in identifying emerging issues within the sport community and help the CAC prepare appropriate messaging and public relations plans when required;
- Proactively seek media coverage to promote coaching and build the CAC's profile to the Canadian sport community, with stakeholders, and the public.

Marketing:

- Ensure planning, implementation, and evaluation of marketing strategies and plans are aligned with the tactics in the CAC's strategic plan;
- Contribute to the development and implementation of communications and marketing campaigns which enhance delivery of the NCCP to coaches, including creative brief development, liaison with CAC partners, budget management, result monitoring and reporting;
- Contribute to effective planning and management of cross-departmental projects in alignment with organizational operational plan.

Staff Management:

- Contribute to the annual planning for the Marketing and Communications department;
- Supervise the Communications Coordinator in their role;
- Conduct bi-annual performance reviews and meet regularly with direct reports.

EDUCATION AND/OR EXPERIENCE

An equivalent combination of the following education and experience will be considered:

- University/College education in communications, public relations, journalism, sport management/administration, marketing or relevant field, or an equivalent combination of education, training, and expertise;
- Minimum five years relevant experience in communications and/or leadership role;
- Strong competency in social media strategy, digital content development, and media monitoring;
- Website content management systems experience essential, web/graphic design skills are an asset;
- Experience working with local, provincial, or national multisport sport organizations an asset.

SKILLS & ATTRIBUTES

- Bilingualism (English, French) with excellent spoken and written skills in both languages;
- Possess strong writing, editing, proofreading, layout, and design skills;
- Ability to think innovatively, strategically, and critically, with proven problem-solving skills, excellent judgment, and is comfortable working in a changing environment;
- Possess strong project management acumen with the ability to take ownership of project timelines and development plans to achieve project goals and responsibilities;

- Must be a strong team player, willing to be an engaged contributor to the CAC team with a positive and professional approach to management;
- Demonstrated passion for sport or physical activity considered an asset.

APPLICATION DETAILS

Please send your resume and cover letter with salary expectations by **January 13, 2018** to hr@coach.ca.

All responses are appreciated, however, only those selected for an interview will receive a reply.