



Communications Lead (Volunteer) Team Ontario at 2021 Canada Summer Games

Team Ontario is seeking an experienced volunteer to support Team Ontario's participation in the 2021 Canada Summer Games. The Communications Lead is a member of the Leadership Team. The Communications Lead plans, implements and coordinates the vision of Team Ontario in the areas of communication, marketing, graphic design, oversight of communication channels, including social media. The Communications Lead will also assist with Team Ontario events.

Under the direction of the Chef de Mission, the incumbent will formulate a communication strategy for the team in order to promote Team Ontario athletes, coaches, and teams. She/he will facilitate the development and distribution of information related to Team Ontario initiatives across multiple platforms and social media outlets. The incumbent will also work with the Host Society and the Canada Games Council, in the advancement of Team Ontario and the Canada Games brand.

About Team Ontario

Team Ontario comes together as a group of approximately 350-450 athletes, coaches, managers, technical support, athlete assistants, guides and mission staff from across the province to compete at the Canada Winter Games and the Canada Summer Games. The team is represented in all sports competing in the Games. The Canada Games are an important component of our sport system, and a key event in the development of Ontario's young athletes. The Canada Games provide athletes with an opportunity to compete in a multi-sport atmosphere and prepare them as the next generation of international competitors. Follow Team Ontario on Twitter, Instagram and Facebook: @GoTeamOntario.

About the Canada Games

The Canada Games are a national multi-sport competition with participation from every province and territory in Canada. The Games are held every two years, alternating between winter and summer. The amateur athletes that participate in the Games are some of each province and territories finest. The 2021 Canada Summer Games will be held August 6 -21 in the Niagara Region, bringing together approximately 5000 participants from every province and territory to compete in 18 sports. Visit www.canadagames.ca.

About Games Ontario

Team Ontario is supported by the Ontario Government, through its Games Ontario program. This program delivers or supports multi-sport events, including the Ontario Winter and Summer Games for youth, the Ontario 55+ Summer and Winter Games, the Ontario Paraspport Games, the 2017 North American Indigenous Games and the 2017 Invictus Games. Supporting Ontario sporting events is part of Game ON – The Ontario Government's Sport Plan, which is encouraging as many people as possible to play organized sports, helping Ontario's high-performance athletes pursue excellence and promoting increased tourism and economic development.



Term

The position will begin from the time of selection (June 2020) to the completion of all post Games responsibilities (September 2021). The Communications Lead must be available (full time) for 21 days at the time of the Games, as well as regular Mission Team meetings, listed below.

Responsibilities

The Communications Lead will have the following responsibilities:

Pre-Games (June 2020-August 2021)

- Attend all meetings and functions related to the 2021 Canada Summer Games which includes but is not limited to:
 - 4 in person Team Ontario Mission Staff weekend planning meetings
2020: October 9-10,
2021: January 15-16, May 14-15, September 18
 - 1 Coaches/Managers planning meeting (Included in the above listed 2021 dates)
 - Mission Staff Conference Calls (monthly; dates/times TBD)
 - Leadership Team Conference Calls/Meetings (monthly; dates/times TBD)
 - Communications Team Meetings (monthly; dates/times TBD)
- Develop a strategy and collateral that will be used for the Games activation
- Support Mission Staff to identify communications opportunities and resolve any issues related to their assigned sports or workgroup

Games Time (August 2021)

- Attend Canada Summer Games from approximately August 3rd – 23rd, 2021
- Manage communications portfolio with support from Leadership Team
- Support the Chef de Mission (official team spokesperson) in all communications related activities.
- Execute on marketing and promotional initiatives as approved by Leadership Team
- Ensure Mission Staff are fulfilling their responsibilities with assigned sports/workgroup
- Support Mission Staff to manage emergency situations as they arise

Post-Games (August 2021-September 2021)

- Continue to implement communication strategy for post games initiatives
- Complete respective areas of final report
- Develop transfer of knowledge for 2023 Canada Winter Games Leadership Team

Professional Development Benefits

- Opportunity to contribute to a successful multi-sport Games
- Enhanced networking with elite athletes, coaching and members the sport community
- Potential for enhanced publicity/recognition for your institution organization in terms of community involvement



- Increase your leadership skills

Expenses

As this is a volunteer position, the incumbent will need support to participate from their member institution or organization. All expenses related to the position including meetings, travel, and accommodations costs will be covered by the Ministry of Heritage, Sport, Tourism and Culture Industries under the Travel, Meal and Hospitality Directive.

Qualifications

- Preference to staff who have been responsible for communications & marketing at OUA, OCAA member Institutions, Provincial/National Sport Organizations or other Sport Organizations.
- Knowledge of multi-sport Games at a provincial, national and/or international level
- Knowledge of the role Canada Games plays in the Ontario's sport system
- Proficiency in communicating Sport Information to media outlets in a timely manner
- Proficiency in creating and producing content for all social media outlets
- Possess well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications.
- Experience with video editing and graphic/web design
- Strong knowledge of Adobe Photoshop and InDesign, Illustrator, Microsoft Office, and/or the willingness and ability to learn
- Experience with national level sport events with a project management focus
- Experience supporting and supervising a volunteer team
- Possess significant experience with proofreading and editing skills
- Basic knowledge of the principles and practices of photography including enlargements and reductions

How to Apply

If you are interested in being considered for this opportunity, please forward a resume and cover letter outlining related skills and experience by **12:00pm noon, on Monday June 15th, 2020** to:

Steve Sevor
Chef de Mission, Team Ontario 2021
Email: teamontariochef@gmail.com
Phone: 905-973-2026

We thank all applicants for their interest but advise that only those selected to move forward in the recruitment process will be contacted. Une demande en français peut être fournie sur demande.