

Athletics Ontario - Employment Opportunity

MEDIA RELATIONS & COMMUNICATIONS COORDINATOR

LOCATION: Athletics Ontario Headquarters, 3701 Danforth Avenue,
Scarborough, ON M1N 2G2

DIVISION: Communications

REPORTS TO: Executive Director

CONTRACT PERIOD: July 1, 2017 – March 31, 2018 (renewable annually)

PURPOSE

The Athletics Ontario (AO) Media Relations and Communications Coordinator (MCC) will be responsible for developing AO's brand identity, generating awareness of all AO programs, services and current news through communication tools, managing community outreach and partnership development. This position also leads AO's social media/web strategy, and effectively leverages social media to build communities and engage new athletes, volunteers and donors.

1. KEY RESPONSIBILITIES:

The MCC will be responsible for the following:

Brand Development & Program News:

- Develop web content, including images, video, and audio; and ensure content is refreshed weekly.
- Develop a digital communications and social media strategy that reflects the work of the organization and/or the sport and makes use of popular social media outlets (i.e. YouTube, Facebook, Twitter, Instagram, etc.).
- Assemble briefing materials for media interviews and preparation, as required; responsible for logistics of media meetings and interviews.
- Work with the other staff to organize and promote championship meets, awards gala, courses, workshops, and other events.
- Develop a tracking tool to benchmark growth and interest in AO news and information.

Media Tracking and Communications Strategy:

- Initiate a process for tracking and monitoring the news relating to Athletics (i.e. Google Analytics).
- With direction from key partners and the Executive Director, respond as required to questions, news, updates circulated in the news that positively or negatively reflect on our sport.
- Monitor and ensure Athletics Ontario is highlighting key partners/supporters in all communications that are circulated publically.

Community/Media Outreach and Support:

- Community and industry outreach.
- Cultivate media interest in the association and ensure regular contact with target media and appropriate response to media requests.

- Maintain media contact databases with the support of the Office Assistant.
- Produce and distribute all AO publications, such as web articles, press releases, backgrounders, fact sheets, annual report, etc., including a range of articles on various programs, events and/or athletes.
- Research, write, edit and distribute news releases, information bulletins, media kits and briefing materials.

2. WORKING RELATIONSHIPS:

- Athletics Ontario Functional Area Leads:
 - **Coaching and Athlete Development Coordinator** – promotion and marketing of upcoming courses and events/training opportunities
 - **Programs and Services Manager** – news on outreach opportunities
 - **Technical Specifications Manager** – updates on upcoming championships and sanctioned events/races
 - **Run Jump Throw Wheel Coordinator** – updates on courses and training opportunities
- Press/Media Outlets – responsible for moderating communications between the organization and various media outlets such as newspapers, radio broadcasts and television stations. Responsible for informing the media when something new happens within the organization.
- Athletics Canada’s Communications Lead – updates and collaboration on news/Ontario athlete information.
- Athletics Canada’s NextGen Manager – updates on Ontario’s High Performance athletes.

3. KNOWLEDGE & SKILLS:

Experience:

- Proven success and experience communicating with athletes, coaches and other stakeholders.
- Excellent written and verbal communication skills.
- Experience creating content for a business-to-consumer website preferred.

Education/Qualifications:

- Bachelor’s degree in journalism, communications, marketing, public relations, advertising, or related field.
- Fully competent with Microsoft Suite (e.g. Word, Excel, Outlook) and social media platforms (e.g. Twitter, Facebook, Instagram, YouTube). Candidates should supply handles for verification.
- Familiarity of the existing athletics structure across Canada and Ontario.
- Ability to identify and efficiently utilize resources available to achieve agreed upon objectives.
- Ability to effectively communicate and interact with a multitude of stakeholders.
- Ability to motivate, work with and develop effective teams that work collaboratively with others to harmonize contributions and strive towards a common goal.
- Can take initiative, show leadership and work under minimal supervision.
- Demonstrated critical thinking as it relates to program planning, implementation and evaluation (e.g. gap analysis and mitigation).

- Ability to organize and plan complex events.
- Bilingualism is an asset, but is not required.

Professional Expectations/Responsibilities:

- To treat athletes, coaches and officials with respect and integrity.
- To adhere to AO employment regulations (HR Handbook).
- To refrain from defamatory remarks against AO, AO members, partners and sponsors.
- To represent AC in a professional manner at events and competitions.
- To attend relevant provincial and national championships.
- Flexibility in work hours and able to travel as needed.

Note: This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of the position's duties and with consultation can be amended in the light of the changing needs of the organization.

Applications with salary expectations should be sent in confidence by end of day **June 11, 2017** to office@athleticsontario.ca. Only those applicants selected for an interview will be contacted. AO promotes Employment Equity.

AO is an athlete-centered, club and community-based, volunteer-driven organization committed to athlete development.

Our key goals are to promote and encourage participation from the grassroots level through to the very highest level of proficiency; to assist coaches, officials and club executives in fulfilling their goals; and to establish an authority, which can voice the concerns and desires of members to the appropriate bodies.

Employee Status:	Contract
Job Level:	Individual Contributor
Regular Work Hours:	9 am – 5 pm
Travel:	~30% of the time
Schedule:	Full-time