



WHO WE ARE?

Ringette Canada 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, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status or disability.

Ringette Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Ringette Canada is the national sport organization that governs, promotes, and leads the development of ringette in Canada.

We are currently seeking an experienced and motivated communications, engagement and marketing leader to join our team.

ABOUT THE OPPORTUNITY

Communications, Engagement and Marketing Director

Ringette Canada is looking for a Communications, Engagement and Marketing Director who will lead the development, implementation, management, and evaluation of innovative communications and engagement plans and initiatives for the organization that focus on enhancing relationships with key stakeholders, increasing awareness of the sport, and strengthening the Ringette Canada brand.

Reporting to the Executive Director, the Communications, Engagement and Marketing Director is a member of the leadership team. The Communications, Engagement and Marketing Director is accountable to develop and execute brand and corporate communications plans that deliver on the organization's outlined objectives. The Communications, Engagement and Marketing Director engages key stakeholders across many platforms and is responsible for content development that leads to compelling storytelling and enhanced engagement.

Main responsibilities include:

- Leads all communications, media and public relations, and digital strategies, programs, and initiatives.
- Provides communications guidance and advice for the entire organization.
- Leads and executes all program engagement plans.
- Leads the production of all communications and marketing collateral for the organization.
- Overseas and manages the organization's multiple communications channels.



- Important liaison with internal and external stakeholders and sector leaders.
- Takes a leadership role in managing complex and demanding external communications.
- Creates the annual workplan for the communications, engagement and marketing needs of the organization.
- Contributes to the organization's Strategic Plan.
- Monitors any emerging issues to develop intervention strategies.
- Takes a leadership role in any issues, and management of crisis communication.

WHO YOU ARE

- Organized, with exceptional time management skills.
- Natural curiosity, with a drive to explore and resolve issues.
- Post-secondary education in communications, marketing or a related field.
- 3-5 years of experience in a relevant position, including relevant leadership experience.
- Sound knowledge and understanding of the sport community.
- Strong administrative, leadership and project management skills.
- Experience managing budgets, projects and resources.
- The ability to work in a demanding, fast-paced environment.
- The ability to work cooperatively with a diverse group of stakeholders.
- Superior writing and editing skills.
- Demonstrated ability to work as a part of a team.
- Ideally bilingual in both official languages (English & French – written & verbal).

YOU WILL ENJOY

Culture: an organization that is guided by our core values of innovation, collaboration, accountability, respect and excellence (ICARE).

Opportunity: to work with a dynamic team in an environment that promotes continuous learning, creativity and collaboration.

Type of Position:

Full Time - Employee

Salary range: \$48,000 to \$60,000 per annum

Qualified applicants are invited to submit their resume and cover letter clearly stating in both the subject line of their e-mail and their covering letter the position they are applying for by June 21st, 2021 to: jobs@ringette.ca. We thank all applicants for their interest, but only those selected for an interview will be contacted.



IN THIS ROLE YOU WILL

Communications & Engagement

- Maintain and enhance ongoing relationships with targeted internal and external stakeholders.
- Actively engage and involve various targeted audiences by maintaining accurate and effective distribution lists, contacts, and strategically building relationships.
- Provide ongoing communications support to internal audiences including Ringette Canada's staff, provincial members, athletes, coaches, support staff and alumni as needed.
- Develop, implement, and manage event specific communications and engagement plans around major competitions, and events, including the hosting of international tournaments, domestic championships, Canada Games, and other special events.
- Monitor, evaluate, and report on all event specific communications and marketing activities.
- Oversee event specific communications and branding including, but not limited to, photography, livestreaming, signage.
- Monitor and implement Ringette Canada's Pandemic Recovery Communications Plan: *A comprehensive roadmap to restore, renew and reconcile a holistic return to ringette.*

Social Media

- Create and publish relevant and timely social media content.
- Develop and implement the Ringette Canada social media content calendar.
- Manage inquiries submitted through social channels and interact with followers when appropriate.
- Support all Ringette Canada social media accounts and manage content.
- Be aware of and implement industry best practices.

Media and Public Relations

- Develop, implement, and manage media relations plans in order to maintain and enhance ongoing relationships with reporters, editors, and content producers that help gain exposure for the organization and strengthen the ringette brand.
- Monitor, evaluate, and report on all media relations activities by tracking relevant data and generating media reports.
- Prepare and distribute media relations' materials including press releases, key messages, athlete bios, media notes, etc.
- Ensure all Ringette Canada spokespeople receive key messages and media training where appropriate.
- Coordinate press conferences and other media events as necessary.
- Assist in the coordination of all public appearances and speaking placements with Ringette Canada partners, stakeholders, or the public as required, while ensuring Ringette Canada representatives are prepared and briefed with key messages.
- Help to identify potential public relations issues and assist with crisis management.



- Oversee nominations of Ringette Canada athletes, coaches and other representatives for awards, and recognition, where appropriate.
- Represent Ringette Canada and work closely with external individuals and organizations (i.e., international federations, national sport organizations, media, printing and production companies, hotel/conference centre facilities management, and sub-contractors) to realize communications and marketing objectives.

Digital Media and Publications:

- Oversee all digital communications properties and tools in order to engage various stakeholders, increase awareness and strengthen the ringette brand, including but not limited to the Ringette Canada website and social media channels.
- Monitor, evaluate, and report on digital communications activities through data driven insights and the use of analytics.
- Manage all Ringette Canada digital assets and multimedia, including graphics, images, videos, and web streaming.
- Continually monitor and evaluate emerging trends in digital media and technology to ensure Ringette Canada is well positioned to achieve all of the organization's communications and marketing objectives.
- Oversee strategies to further the Ringette Canada brand by ensuring it is clearly defined, and that it aligns with the overall communications and marketing strategies of the organization.
- Ensure all corresponding collateral, imagery and branding elements (logos, fonts, colours, etc.) are implemented with consistency and purpose across all mediums.
- Oversee the design, layout, and production of all publications, marketing creative, multimedia, signage and print materials including the Ringette Canada's annual report, awards and hall of fame program, media guides, event programs, and other collateral as needed.

Safe Sport

- Know and understand Ringette Canada's safe sport policies and protocols and lead engagement and communications plans to support this work.
- Create and lead consistent, direct communication/alignment across Canada from the national level to the local level that addresses each stakeholder - athletes, parents, coaches, officials, volunteers, etc
- Lead the creation of a social media campaign on Safe Sport and Ethics, Diversity and Inclusion (EDI).
- Support safe sport practices and protocols within all Ringette Canada programs and activities when needed.



Marketing

- Main lead and contact with Ringette Canada's external marketing firm.
- Develop an overall marketing and sponsorship plan for all Ringette Canada run and led events and properties.
- Act as main contact and liaison specific to the ringette sponsorship consortium.
- Ensure delivery of Ringette Canada requirements as per agreements.

Other responsibilities

- Establish and maintain language policies and standards in order to serve all Canadians in both official languages.
- Lead all matters relating to the Ringette Canada Hall of Fame induction events and establish and implement a recognition plan for annual inductees.
- Attend and provide reports for the Annual General Meeting, all national meetings, and Board of Directors meetings (as required).
- Attend Ringette Canada events if required.
- Provide support for revenue generating activities and strategies including but not limited to sponsor deliverables and fundraising campaigns.
- Provide specific administrative support to the Executive Director as required.