



Associate Director, Communications and Marketing Key Duties

POSITION OVERVIEW

The Associate Director Communications and Marketing is a full-time position responsible for conference communications and media relations; securing and furthering corporate sponsorship; and maintaining team and individual statistics. The position directly supervises, and is responsible for, the performance of the Digital Coordinator position and the statistician position.

QUALIFICATIONS / REQUIREMENTS

The ideal candidate will have a degree in marketing and communications or a related field. Exceptional written and verbal communication skills. Experience with competitive sports – university level preferred. Ability to work independently and as a remote team member in a virtual office environment.

RESPONSIBILITIES

1. Press / Media:
 - Expand promotion of conference and athletic events
 - Write, edit, and distribute all press releases (athletic, conference)
 - Organize press conferences
 - Network with, and promote coverage to, members of the media
2. Corporate Sponsorships:
 - Work with CW office staff to create and manage activities
3. Digital Platforms:
 - Develop strategies to promote and grow social media presence
 - Plan and analyze social media content and metrics
 - Manage Canada West website, creating content, updating pages and statistics
 - Remain up to date on best practices in streaming, social media and website management to best position the CW brand
4. Support and development of member's Sports Information Directors:
 - Inform and direct (manuals, checklists)
 - Contact and Respond (communications, emails, queries)
 - Progress and Advance (meetings, presentations)
5. Broadcasting (CWTV)
 - Liaise with streaming provider

- Ensure conformity of brand and streaming regulations
 - Analyze streaming contract for go forward opportunities and obligations
6. Brand:
 - Ensure relevancy of brand
 - Monitor adherence to brand standards
 7. Statistics:
 - Coordinate and manage conference statistical platforms
 - Monitor and ensure errors are corrected
 - Review and report on potential statistical software upgrades / releases
 8. Budgeting:
 - Ability to assist in the development of, and responsibility of, departmental budgeting
 9. Championships / Hosting:
 - Ensure hosting packages are delivered and displayed at championship events
 - Maintain, update, replace hosting packages
 10. Additional Duties:
 - Attend meetings and events as deemed appropriate
 - Perform other duties as assigned. The organization maintains the right to modify job duties and responsibilities at its discretion

ACCOUNTABILITY

The Associate Director, Communications and Marketing reports to the Managing Director of Canada West.

TO APPLY

Applicants should send one email with resume and letter of interest, in confidence, to rocky.olfert@canadawest.org

Applications will begin to be reviewed on March 14th and will continue until the position is filled.