



Job Title: Sports Information and Communications Coordinator

Hours Per Week: 35

Responsibilities:

The Sports Information and Communications Coordinator is responsible for promoting the activities and achievements of the Lethbridge College Kodiaks athletic teams with the goal of enhancing the overall reputation of Lethbridge College. The coordinator is involved in all aspects of gathering and disseminating sports information, maintaining regular contact with Kodiaks teams, coaches and the athletic conference (ACAC) to provide information to the media, the campus community and the public. The coordinator will develop the athletic department's strategic marketing, communication and engagement plan, and will use strong photography and videography skills to execute that plan and to create engaging content for the Kodiaks official website and social media platforms. They will have strong project management skills to maximize their time to support all athletic teams and will use their marketing background to help develop promotional materials with the goal of raising the Kodiaks brand awareness and maximizing fan engagement.

This role will lead in the creation and execution of the Kodiaks Marketing and Media plan in addition to developing content for the Kodiaks social media platforms and website, while also supporting game day events and championship hosting duties. This role is strategically positioned to elevate the Kodiaks student-athlete experience and will contribute greatly to developing a strong sense of pride and engagement in the Kodiaks brand across the entire campus community. The role will use data and analysis to recommend and create strategies that will strengthen the Kodiaks brand and support the college's values and priorities.

Organization will be key when delivering on a high volume of tasks, especially during the main Athletics season (September-April).

In the ever-changing social media space, the Sports Information and Communications coordinator will be required to use creative means to reach and engage intended audiences. This includes creative use of writing, photography and videography to engage student-athletes, fans and community. The use of research to develop best practices regarding content development will be beneficial to this role.

Land Acknowledgement

Located on the traditional lands of the Blackfoot Confederacy, Lethbridge College is committed to honouring the land from a place of knowing. We honour the Siksikaitsitapi as both the traditional and current Land Keepers of this area, and we welcome all Indigenous and non-Indigenous peoples who call Blackfoot territory their home to disclose as such when submitting applications.

Lethbridge College is proud to be an equal opportunity employer committed to creating a diverse environment for all qualified applicants without regard to race, color, religion, gender, gender identity or expression, sexual orientation, disability, and age.

Equity, Diversity and Inclusion

At Lethbridge College, we know we all benefit when the rich diversity of our campus community is fully represented, and all students and employees are included. We are committed to identifying and overcoming systemic barriers that impede individuals from underrepresented groups. We are ready to work together to ensure Lethbridge College is a place where all individuals feel valued for their unique perspectives, skills, and contributions and are afforded equal opportunities to participate in learning, research, and innovation.

Job Duties:

Develop and execute an annual marketing and media plan for Kodiaks' promotion

- Works with the Manager of Athletics and college marketing and design staff to produce promotional materials designed to increase fan engagement and brand awareness, as well as elevate the in-game experience
- Collaborates with coaches in selecting Athletes of the Week and developing student-athlete spotlight stories
- Supports the Manager of Athletics in creating bids to host both conference and national championships
- Uses strong project management skills to support multiple teams, including soccer, futsal, basketball, volleyball, cross country, indoor track and e-sports
- Contributes to ACAC Marketing Committee as Lethbridge College representative
- Measures outcomes of the plan

Writing and issuing press releases

- Ensures the writing and timely dissemination of accurate information, including news releases, weekly previews, event results, and statistics for multiple athletic programs
 - Serves as point of contact for local and national media to connect with coaches and student-athletes
 - Increases brand awareness by writing recruit and student-athlete profiles
 - Assists the Athletics Manager in advising coaching staff on the public relations aspect of their work for developing a positive image of the Kodiaks Athletics program
- Collaborates with coaches in selecting Athletes of the Week and Athletes of the Month.

Coordinate daily maintenance and development of official website (gokodiaks.ca)

- Coordinates with game day staff to create and distribute post-game recaps after each Kodiaks home game, following all ACAC guidelines.
- Creates content to drive website traffic, including recruit and player profiles
- Assures rosters, schedules, record books, etc. are updated in a timely manner to increase visibility to such groups as recruits, media, alumni, and fans.

Drives community engagement

- Works with the college's Alumni Relations department to identify and engage with Kodiaks alumni
- Works with student-athletes on the Kodiaks Leadership Committee (KLC) to develop and promote community engagement initiatives
- Assists with promotion of annual campaigns such as Make Some Noise for Mental Health

- Assists with promotion of Kodiaks Summer Camps
- Helps plan and promote special initiatives including conference and national level championship tournaments, Indigenous engagement initiatives, and Kodiaks Hall of Fame inductions
- Plans and develops content for the KODIS, the Kodiaks annual awards night, including social media coverage and overseeing video production.

Develop creative content for Kodiaks social media accounts

- Provides daily oversight of social media networks for the Kodiaks Athletic Department, including Facebook, Instagram and Twitter
- Responds in a timely manner to all messages and inquiries received through social media channels
- Attends all Kodiaks home games and uses photography and videography skills to produce high-quality live social media coverage
- Uses Adobe Creative Suite to ensure Kodiaks brand standards are adhered to with all social media posts
- Ensures the Kodiaks continue their reputation as a social media leader by experimenting with new and alternative ways to leverage social media to generate value for the athletics department, including monitoring trends in emerging media and appropriately applying that knowledge toward the department's strategic planning goals

Keep internal community informed of athletics news via the Kodiaks official website, Connections, and other methods.

Coordinates Game Day promotion and events

- Collaborates with game day staff to elevate the Kodiaks in-game experience, including planning and executing promotional activities
- Works to fulfill all sponsorship agreements, including in-game promotions.

Required Qualifications:

- Completion of two-year college program specializing in public relations, communications or journalism

Preferred Qualifications:

- Completion of university undergraduate degree (Bachelor Management – Marketing or Bachelor Fine Arts preferred)

Salary: AUPE Class Level 10 Step 1 \$51,842.55 per annum.

Posting Number: P22-00430

Open Date: 09/16/2022

Open Until Filled: Yes

Apply online using the following link:

<https://lethbridgecollege.peopleadmin.ca/postings/3841>

