



JOB DESCRIPTION

Communications Coordinator

1.0 DESCRIPTION

- 1.1 **ORGANIZATION:** Canadian Amateur Rowing Association
(Rowing Canada Aviron)
- 1.2 **TITLE:** Communications Coordinator
- 1.3 **JOB CATEGORY:** Full Time
- 1.4 **RESPONSIBLE TO:** Director of Partnerships and Sport Development

2.0 GENERAL RESPONSIBILITIES AND DUTIES

Reporting to the Director of Partnerships and Sport Development, the Communications Coordinator is responsible for helping us tell our stories. Working closely with the RCA Communications Lead, the successful candidate will help elevate the profile of our rowing community and our National Teams, through our digital platforms, newsletter and social and mainstream media. The Communications Coordinator will also support the planning and delivery of certain events and campaigns.

3.0 SPECIFIC RESPONSIBILITIES

3.1 Communications

- 3.1.1 Support the development of press releases, newsletters and announcements.
- 3.1.2 Coordinate the creation and implementation of website and social media content, including translation.
- 3.1.3 Maintain and update website and stakeholder lists.
- 3.1.4 Writing stories that promote rowing in Canada
- 3.1.4 Monitor and assess social media engagement.
- 3.1.5 Support adoption and ongoing implementation of internal communications tools and procedures.

- 3.1.6 Design organizational and promotional material.
- 3.1.7 Develop and update brand templates.
- 3.1.8 Assist with brand compliance.
- 3.1.9 Manage online apparel store and support the promotion of the RCA apparel program.
- 3.1.10 Other relevant duties as assigned.

3.2 Events

- 3.2.1 Support the planning and delivery of campaigns and fundraising events.
- 3.2.2 Support the planning and delivery of RCA awards, including script, run of show, slideshows and promotional materials.
- 3.2.3 Support the delivery of community related initiatives such as National Come Try Rowing Day, Indoor Rowing challenges, and Sport for All.
- 3.2.4 Support and promote high performance events - remotely and on-site.

4.0 LEVEL OF AUTHORITY

4.1 Degrees of Supervision

The Communications Coordinator will report to the Director of Partnerships and Sport Development and will work closely with the Communications Lead. The Communications Coordinator may be provided opportunities to supervise and work alongside interns.

4.2 Power of Decision

The Communications Coordinator will participate in RCA activities specific to the job description and will be responsible to make recommendations on matters where necessary. They will have sufficient authority to act in the daily management of their areas in accordance with RCA policies, programs, and budget.

Beyond these limits, the Communications Coordinator is required to have decisions approved by the individual to whom they are directly responsible.