

Job Title: **Communications Manager**

Title of Immediate Supervisor: **Director of Partnerships and Sport Development**  
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## **JOB SUMMARY**

The Communications Manager is responsible for helping us tell our stories. Working closely with the RCA staff, 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 Manager will also support the planning and delivery of certain events and campaigns as well as coverage for our teams while competing for Canada.

## **RESPONSIBILITIES & DUTIES**

### **1. Responsibility: Communications**

Duties include:

- Drafting of press releases, newsletters, and announcements.
- Manage the creation and implementation of website and social media content, including translation.
- Maintain and update website and stakeholder lists.
- Write stories that promote rowing in Canada.
- Monitor and assess social media engagement.
- Manage the adoption and ongoing implementation of internal communications tools and procedures.
- Design organizational and promotional material.
- Develop and update brand templates.
- Manage brand compliance.
- Support the development of and contribute to activation of the stakeholder engagement plan.
- Manage the promotion of the RCA apparel program.
- Other relevant duties as assigned.

### **2. Responsibility: Events**

Duties include:

- Support the planning and delivery of campaigns and fundraising events.
- Manage the planning and delivery of RCA awards, including script, run of show, slideshows, and promotional materials.
- Manage the delivery of community related initiatives such as National Come Try Rowing Day, Indoor Rowing challenges, Rowing for All and National Competitions.
- Support and promote high performance events - remotely and on-site (Canadian and International Events)

### **3. Responsibility: Finance and Administration**

Duties include:

- Manage all budgets within the areas of responsibility identified by the Director of Partnerships and Sport Development
- Ensure compliance with Official Languages requirements and reporting.

### **4. Other Duties as Required**

#### **QUALIFICATIONS**

##### **Education:**

- Post-secondary degree in Marketing and Communications is an asset.

##### **Other Experience or Training:**

- Minimum of 5 (five) years in a Marketing and Communications role
- Experience working at international events and/or Major Games

##### **Technical Skills:**

- Proficiency with WordPress
- Proven experience in graphic design, including Adobe, Canva and other design tools.
- Proficiency with MS Word, Excel, and PowerPoint
- Experience overseeing digital platforms such as Instagram, X, Facebook, and TikTok

##### **Other Qualifications:**

- Refined writing skills
- Experience supervising/leading others
- Experience creating promotional material and reports.
- Experience managing live streaming.
- Experience applying critical thinking skills in a high-paced environment.
- Experience working in management databases.
- Ability to function in a multi-stakeholder environment.
- Knowledge of and involvement in the sport of rowing is considered an asset.
- Bilingualism is considered an asset.

#### **WORKING CONDITIONS**

- Must be flexible about hours/weekend work, be willing, and able to work overtime when required.
- Domestic and international travel may be required in support of teams attending camps and competitions and national events.
- Most duties can be completed remotely. May be required to work on-site at the National Training Centre (NTC) in the Cowichan Valley, BC. at various times of the year.