



Communications Coordinator

Job Description

1.0 DESCRIPTION

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| 1.1 | ORGANIZATION: | Canadian Amateur Rowing Association
(Rowing Canada Aviron) |
| 1.2 | TITLE: | Communications Coordinator |
| 1.3 | JOB CATEGORY: | Maternity Leave Replacement - 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 Write 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 Support the maintenance of the online apparel store and coordinate 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 Community 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.

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 all public-facing communications approved by the Communications Lead and/or the Director of Partnerships and Sport Development.

5.0 Qualifications and Experience

- Minimum of 2-5 years in a Marketing and Communications role
- Refined writing skills
- Proficiency with Wordpress
- Proven experience in graphic design, including Photoshop, Canva, and other design tools

- Proficiency with MS Word, Excel, and PowerPoint
- Proven experience overseeing digital platforms such as Instagram, X, Facebook, LinkedIn, Threads, and TikTok
- Proven 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 the Canadian Sport System is considered an asset
- Involvement in the sport of rowing is considered an asset
- Bilingualism is considered an asset