



POSITION AVAILABLE
COMMUNICATIONS COORDINATOR
Part Time Position

BC Wheelchair Sports is seeking an individual to fulfill a Communications Coordinator position on a part time basis (equivalent to 3 days/week with evening and weekend work required). Responsibilities will include: creating and implementing a communications strategy for the organization for both internal and external audiences, website and social media management, event communications planning and implementation, graphic design for both online and print, reporting and statistics, fundraising development support, e-newsletters, award nominations and media relations. The successful candidate will work primarily from the BCWSA office and report to the Executive Director.

Key Responsibility Areas

1. Communications Strategy

- Create and Implement an overall organizational communications strategy in consultation with BCWSA staff
- Ensure all BCWSA communications and brand materials are in place and up to date and ensure brand consistency
- Create awareness campaigns around key issues of interest to BCWSA
- Work with staff and other stakeholders to come up with creative ways of raising awareness of wheelchairs sports and athletes with a disability
- Work with partner organizations, including the BC SCI Network to maximize communications and awareness across the community
- Ensure strict adherence to compliance regulations related to Copyright, Canadian Anti-Spam Legislation and the Personal Information Protection Act

2. Website Management

- Management of all BCWSA web properties (bcwheelchairsports.com, canadacupwcrugby.com, wcrugby.com)
- Update events listing, ensure website copy is up to date, links are correct
- Write relevant news stories using SEO best practices
- Select and size photos and create relevant graphics for website
- Drive traffic to the website via social media
- Create unique pages for events, donations campaigns
- Monitor Google Analytics

3. Social Media Management

- Creates a social media strategy, including regularly scheduled and up to date social media content
- Work with program coordinators, managers and other stakeholders to create unique social media content
- Respond to questions asked via social media and share content from partner organizations
- Create image macros and other graphics that are social media friendly
- Tracks social media statistics and trends, monitor analytics and adjust strategy as necessary
- Use listening tools and alerts to monitor web for stories/conversations that are of interest to BCWSA

4. Event Communications Planning and Implementation

- Serve on Event Organizing Committee and create event communications and marketing plan
- Create and implement Media Relations Strategy
- Create and implement Social Media Strategy which may include live blogging/Facebook Live
- Update event website pre, during and post event, including content, results and images
- Create and execute a recognition plan for sponsors, donors and partners
- Provide content and oversee development of program, poster, event guide and other print materials
- Oversee event webcasting, including the recruitment and training of webcasters, and preparation of background materials on the sport and athlete profiles
- Work with the statistics team to provide information to webcasters and media
- Create mixed zone, press room, and press accreditation for large events

- Prepare event fact sheets and media guides and maintain b-roll for events
- Work with external photographers, graphic designers, website developers
- Manage communications volunteers

5. Fundraising Development Support

- Work with BCWSA staff to identify and select story for donations campaigns
- Research campaign story, interview subject and use storytelling best practices to write campaign letter
- Collect photos and prepare graphics for donations letter
- Create digital donations strategy, including digital graphics, ensuring a consistent look and feel
- Integrate all communications channels (website, print, social media) to support fund development
- Prepare thank you materials and follow-up letters
- Update Canada Helps page as necessary
- Answer donations questions via email and social media.
- Monitor results along with Fund Development staff person

6. E-Newsletters & E-Blasts

- Create graphics for e-newsletters and e-blasts in social media that maintain brand standards.
- Work with program coordinators/managers and other stakeholders to gather content. Write copy and source photos/graphics/logos
- Maintain email lists, ensuring bounce rate is kept low.
- Use Salesforce to update member lists as necessary.
- Monitor analytics and adjust strategy/timing.
- Create templates for newsletters, e-blasts and press releases

7. Award Nominations

- Manage all awards nominations of BCWSA members to external organizations
- Research and write nominations, including working with staff to identify nominees and gathering letters of reference as necessary
- Maintain database of successful stories
- Promote awards recipients/finalists if successful

8. Media Relations

- Responds to media inquiries and/or coordinates connection between media representatives and BCWSA staff and members
- Write press releases and gather flash quotes for events/announcements, maintain a storybank
- Work with partners to create media strategy for sensitive issues and/or crisis communication
- Create bios of athletes, coaches and other stakeholders
- Maintain a database of print quality photos and distribute to journalists
- Monitor and prepare media reports
- As needed, train athletes in how to work with the media

Qualifications & Experience

- Formal education in journalism and/or communications and graphic design
- Minimum 3-5 years of experience in the field
- Knowledge of software related to communications and graphic design, including Adobe Creative Cloud, MS Office, Mailchimp, Hootsuite or Buffer, and Salesforce
- Experience in data analytics and monitoring tools such as Meltwater
- Knowledge of current and emerging communications and marketing issues and trends
- An ability to develop, execute, manage and evaluate strategic communications, marketing plans, programs and activities
- Must show strong attention to detail and accuracy
- Must be able to work efficiently, independently and be able to multi-task in a busy, fast paced environment
- Must be available for work on evenings and weekends as required for events and issues arising
- Must be willing to have a criminal record check
- Experience in the creation of video content is an asset
- Knowledge and experience working in the sport system and non-profit sector is an asset

- Experience in working with people with physical disabilities is an asset

Wages

- Commensurate with experience

Deadline for application

- December 15th, 2017

Start Date

- January 2nd, 2018

SUBMIT COVER LETTER AND RESUME TO: BC Wheelchair Sports, Gail Hamamoto, Executive Director
gail@bcwheelchairsports.com, 604 333 3520 x201.

Note: Only individuals chosen for an interview will be contacted