



## RUGBY CANADA JOB DESCRIPTION

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**Title:** Manager, Communications & Media

**Type of Position:** Full time/Salary

**Location:** Offices in Langford and Vancouver, BC. Full remote work is an option

**Travel:** Approximately 20%

**Functional Area:** Commercial Revenue

**Reporting to:** Director, Marketing & Communications

**Rugby Canada** is the national sport organization for rugby union committed to delivering life-long, inclusive rugby experiences that cultivate participation and inspire excellence from community to club to country. Our organizational values include integrity, passion, solidarity, discipline and respect.

**Canada International Sevens GP Ltd**, a division of Rugby Canada, is responsible for the planning and execution of the HSBC Canada Sevens and HSBC Canada Women's Sevens events.

### POSITION DESCRIPTION

Based out of Rugby Canada's offices in Langford, BC, Vancouver, BC or fully remote, the Manager will facilitate the daily operations of Rugby Canada's media and communications requirements and lead Rugby Canada's broader communications initiatives. The primary focus of this role is to oversee and manage communications for the High-Performance programs within Rugby Canada. This role is the first point of contact to Canadian and international sport media, it develops corporate internal and external communications, builds and manages national player bios and media guides, and develops content and relationships that build the game of rugby across Canada.

Working in close collaboration with the Marcomms department, the High-Performance Rugby department, and other internal departments, the Manager will assist in developing and executing strategic initiatives that support all Rugby Canada public facing communications channels, with an emphasis on digital and social content.

The Marcomms department, in collaboration with partners and agency partners, is responsible for leveraging communications activities to enhance Rugby Canada's growing presence in the local, regional, national and international media and rugby community.

### RESPONSIBILITIES

#### HEAD OFFICE

Victoria Office / Bureau de Victoria  
3019 Glen Lake Road  
Langford, BC CANADA V9B 4B4  
Tel / Tél: 250 418 8998  
Fax / Téléc: 250 386 3810

Vancouver Office / Bureau de Vancouver  
Suite 450 - 375 Water Street  
Vancouver, BC CANADA V6B 5C6  
Tel / Tél: 778-379-5770

rugby.ca  
contact@rugby.ca





- Oversee and manage communications for Rugby Canada's High-Performance Programs: Canada's Women's Rugby Team, Canada's Men's Rugby Team, Canada's Women's Sevens Team, Canada's Men's Sevens Team
- Primary point of contact on incoming media requests relating to National Team programs and Rugby Canada operational updates
- Support in content creation for Rugby Canada's public facing communications channels, with an emphasis on High Performance National team programs, ensuring timely updates and information including National teams, Age-grade updates, rosters, results, athlete bios, pre- and post- game summaries
- Prioritize content creation (owned and earned) ensuring Rugby Canada core communications requirements are being met
- Create informative and engaging press releases, press kits, newsletters, and related marketing materials.
- Responsible for effective, timely communication of information to Rugby Canada Athletes, Members, Partners, and Stakeholders
- Develop marketing and communication strategies. Ensure information released is consistent with brand voice and develop and implement effective communication strategies that build sport awareness and membership satisfaction.
- In collaboration with the Marcomms Team, develop a 12-month content and editorial calendar to be integrated with the broader marketing/communications calendar
- Support marketing colleagues with development of communications content and promotional media opportunities for high-priority events, including but not limited to Canada Sevens Men's and Women's, test and exhibition matches for national 15s teams including Rugby World Cup Olympic Games, Pan Am Games, and Commonwealth Games
- Create editorial and supporting materials for Rugby Canada age grade teams
- Develop and distribute media advisories, releases and other communications as required
- Develop and distribute internal communications as required
- Work collaboratively with the commercial department to develop and deliver on commitments to key sponsors and stakeholders
- Video capture and editing for web, social media channels, and dedicated Rugby Canada promotional initiatives
- Monitor and report on Union and Team coverage in local, national, and International media
- Support in the creation of a comprehensive year-end media and communications report that provides insights and analytics that will inform future communications and media strategies
- Travel, as required, in a media relations/press officer role to select events
- Serve in an operational role, as required, at select events
- Other duties may be assigned as required

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## REQUIRED SKILLS & QUALIFICATIONS

- 2-5 years communications experience in the sport, event or related industry
- Experience with communications in National, Provincial or Professional sport is considered a strong asset
- Bilingual in English and French is considered a strong asset
- A degree in marketing, communications, or related field
- Experience writing for media/public consumption
- Knowledge of design software including InDesign, Illustrator and Photoshop considered an asset
- Familiarity with Word Press
- Strong experience in Microsoft products (Excel, Word, PowerPoint, Outlook)
- Experience and knowledge of video capture and editing
- Ability to collect and analyze data and develop strategic insights
- Knowledge of the sport of rugby both in Canada and abroad an asset
- Experience working with domestic and/or international media an asset
- Must be legally entitled to work in Canada

## PERSONAL ATTRIBUTE QUALIFICATIONS

- Results-oriented, able to set priorities and deliver consistently to a high professional standard
- A collaborative team member who can establish strong working relationships with external stakeholders and with colleagues within the organization
- Strong organizational skills, time management and attention to detail
- Exceptional verbal and written communications and presentation skills
- Ability to thrive in a fast-paced and ever-changing work environment
- Ability to adjust to flexible work hours that align with national team activities, including weekends

## APPLICATIONS

Interested candidates are invited to submit a resumé and cover letter to [jobs@rugby.ca](mailto:jobs@rugby.ca). Only those candidates selected for an interview will be contacted.

The deadline for applications to be received is 11:00pm PT on Sunday, September 11th.

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