



**Title:** Digital Marketing CRM & Communications Coordinator- Summer Student

**Type of Position:** Term (from June 30<sup>th</sup>- August 15<sup>th</sup>)

**Location:** Vancouver Island, BC

**Reporting to:** Digital Marketing Manager

**Salary:** \$18.00 CAD per hour

Our purpose at Rugby Canada is to inspire the nation on the global stage, and to lead, govern and support the game of rugby across Canada, to ensure Rugby Canada is recognized and respected worldwide as a top 12 rugby nation on and off the field. Our values are our Canadian Rugby DNA, and show the world what we stand for; Courage, Unity, Fun, Respect and Integrity are the core beliefs on which we will build the next chapter of Rugby Canada's future.

## THE ROLE

The Digital Marketing Coordinator will be responsible for supporting the marketing team with HubSpot migration, email coordination and paid social that will support the summer test matches for the men's and women's teams, merchandise campaigns and the Women's Rugby World Cup.

## RESPONSIBILITIES

- **Paid media marketing:** Assist with paid social media, paid search and other campaigns to promote the summer test matches and merchandise campaigns.
- **Email marketing:** Assist with email marketing journeys for a range of campaigns for the Women's World Cup, Men's test matches and PNC World Cup Qualifiers.
- **Analytics & reporting:** Monitor and analyze audience engagement metrics to identify trends, preferences, and opportunities for growth, using HubSpot, Google Analytics and Meta Ads Manager.
- **HubSpot migration:** support the Digital Marketing Manager in migrating over to HubSpot from the previous CRM platform.
- **Sports marketing:** Gain hands-on experience in sports marketing initiatives, including brand promotion, fan engagement, and ticket marketing.

## REQUIRED SKILLS & QUALIFICATIONS

- Bachelor's degree (or working towards) Marketing, Communications, Business, or related field.
- Strong written and verbal communication skills, with a keen eye for detail and creativity.
- Ability to work collaboratively in a fast-paced environment, with a proactive and solution-oriented mindset.

### HEAD OFFICE

Victoria Office / Bureau de Victoria  
3019 Glen Lake Road  
Langford, BC CANADA V9B 4B4  
Tel / Tél: 250-483-1202

Vancouver Office / Bureau de Vancouver  
Suite 110 – 375 Water Street  
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rugby.ca  
contact@rugby.ca





- Digital marketing skills: Familiarity with Hubspot, Google Analytics or Meta Ads Manager.
- Proficiency in Microsoft Office suite and familiarity with social media platforms.
- Interest in sports marketing, events, and ticketing processes, with a willingness to learn and grow in the role.
- Previous experience in marketing or related field is an asset but not required.

*Don't have everything listed above? If you have some of these qualities and believe this is the position that will make you excited to come into work, then we want to hear from you!*

### **How to Apply**

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 Friday June 20th, 2025.

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