



RUGBY CANADA JOB DESCRIPTION

Title: Manager, Communications & Media Relations

Type of Position: Full time/Salary

Location: Offices in Langford and Vancouver, BC. Full remote work considered.

Travel: Approximately 20%

Functional Area: Marketing & Communications

Reporting to: Director, Marketing & Communications

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.

We are currently seeking a Manager, Communications & Media Relations to join our Marketing and Communications (Marcomms) team.

This dynamic and collaborative role leads communications for Rugby Canada's High-Performance programs—including our men's 15s, men's sevens, and age-grade teams—while supporting strategic communications initiatives across all Rugby Canada public-facing platforms.

As the first point of contact for Canadian and international media, the Manager will manage media relations, develop internal and external communications, maintain national team player bios and media guides, and help shape the narrative of rugby in Canada through compelling digital and social content. Reporting into the Marcomms team and working closely with High-Performance staff and other internal departments, this position plays a key role in elevating Rugby Canada's voice, reputation, and reach—locally, nationally, and internationally—in alignment with our strategic goals and values.

CORE RESPONSIBILITIES

High Performance & National Teams Communications

- Oversee and manage communications for Rugby Canada's High-Performance Programs: Canada's Men's Rugby Team, Canada's Men's Sevens Team, U20 / Age Grade Rugby
- Support in content creation for Rugby Canada's public-facing communications channels, with an emphasis on High Performance National team programs
- Create editorial and supporting materials for Rugby Canada age-grade teams
- Ensure timely updates and information including National teams, age-grade updates, rosters, results, athlete bios, pre- and post-game summaries

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





- Travel, as required, in a media relations/press officer role to select events

2. Media Relations & Public Communications

- Primary point of contact on incoming media requests relating to broader Rugby Canada brand plus National Team programs
- Write informative and engaging press releases, assemble press kits, build newsletters, and brief creative teams on supporting graphics / deliverables
- Develop and distribute media advisories, releases and other communications as required
- Post web stories and supporting material on www.rugby.ca, strategically amplifying as appropriate
- Monitor and report on Union and Team coverage in local, national, and international media

3. Strategic Communications & Planning

- In collaboration with the Marcomms Team, develop a 12-month content, newsletter, and editorial calendar to be integrated with the broader marketing/communications calendar
- Develop communication strategies to support brand marketing campaigns
- Ensure information released is consistent with brand voice
- Develop and implement effective communication strategies that build sport awareness

4. Internal & Stakeholder Communications

- Responsible for effective, timely communication of information to Rugby Canada Athletes, Members, Partners, and Stakeholders
- Develop and distribute internal communications as required

5. Content Creation & Creative Development

- Prioritize content creation (owned and earned) ensuring Rugby Canada core communications requirements are being met, managing day-to-day responsibilities of Social Media Content Coordinator role
- Support marketing colleagues with development of communications content and promotional media opportunities for high-priority events
- Provide creative guidance for video capture/editing for web, social media channels, and dedicated Rugby Canada promotional initiatives
- Serve in an operational role, as required, at select events

REQUIRED SKILLS & QUALIFICATIONS

- 3-5 years communications experience in the sport, event or related industry

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- 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)
- 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
- Experience and knowledge of creative direction, video capture and editing
- 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

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 apply online at <https://rugbyca.bamboohr.com/careers>. Only those candidates selected for an interview will be contacted. This position will remain open until filled; however, we encourage you to submit your application as soon as possible for full consideration.

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