



## RUGBY CANADA EMPLOYMENT OPPORTUNITY

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**Title:** Senior Coordinator, Media & Communications

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

**Location:** Langford, BC

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

**Rugby Canada** is the national sport organization committed to the domestic development and international success of rugby for Canada.

**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 the Canadian Rugby Centre of Excellence in Langford, BC, the Senior Coordinator will facilitate the daily operations of Rugby Canada's media requirements and contribute to Rugby Canada's broader communications initiatives. The primary function of the role is to be the first point of contact to Canadian Sport media, develop content related to grass roots rugby up to National Team programs. Working in collaboration with the Marcomms and other internal departments, the Senior Coordinator will assist in developing and executing strategic communications initiatives that support all Rugby Canada public facing communications channels, with an emphasis on web and social media.

Reporting to and working with the Director, Marketing & Communications, the Senior Coordinator 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

- Primary point of contact on incoming media requests relating to National Team programs and Rugby Canada operational updates;
- Management of Rugby Canada Social media channels (Twitter, Instagram, Facebook, LinkedIn, YouTube, rugby.ca);
- Content creation supporting 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;

### HEAD OFFICE

Victoria Office / Bureau de Victoria  
3024 Rue 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  
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rugby.ca  
info@rugby.ca





- In collaboration with Director, Marketing & Communications, develop a 12-month content and editorial calendar to be integrated with the broader marketing/communications calendar;
- Participate in the development and facilitation of the marcomms content for rugby.ca and lead the day-to-day management of communications content for rugby.ca.
- Maintain and develop a regular e-newsletter to national database.
- 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, and 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 including U20, U18, etc.
- 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;
- Support in the creation of 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 role to select events;
- Serve in an operational role, as required, at select events;
- Other duties may be assigned as required.

## QUALIFICATIONS & SKILLS

- 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 colleagues within the organization;
- 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;
- Strong organizational skills, time management and attention to detail.
- Strong knowledge of design software including InDesign, Illustrator and Photoshop.
- Ability to edit video content.
- Familiar with Word Press.

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## EDUCATION & EXPERIENCE

- 2-4 years communications experience in the sport, event or related industry;
- A degree in marketing, communications, or related field;
- Experience working with domestic and international media considered an asset;
- Strong written and verbal skills;
- Experience and knowledge of video capture and editing;
- Experience and knowledge in graphic design;
- Ability to collect and analyze data and develop strategic insights;
- Knowledge of the sport of rugby both in Canada and abroad an asset;
- Bilingual in English and French considered an asset

Interested candidates please send a resume and cover letter to Shaun Thompson at [sthompson@rugby.ca](mailto:sthompson@rugby.ca). Deadline for applications is Tuesday, January 28<sup>th</sup>.

Only those candidates chosen for an interview will be contacted.

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