



## RUGBY CANADA JOB DESCRIPTION

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**Title:** Coordinator, Media & Communications  
**Type of Position:** Full time/Salary  
**Location:** Langford, BC/Remote work an option  
**Functional Area:** Business Operations  
**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 head office in Langford, BC or remotely, the Coordinator will facilitate the daily operations of Rugby Canada's media requirements and contribute to Rugby Canada's broader communications initiatives. The primary functions of the role are to be the first point of contact to Canadian and international sport media, develop corporate internal and external communications, and produce content related to grassroots rugby up to National Team programs. Working in close collaboration with two team members within the Marcomms department and other internal departments, the Coordinator will assist in developing and executing strategic initiatives that support all Rugby Canada public facing communications channels, with an emphasis on digital and social media 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

- 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

### 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





- bios, pre- and post- game summaries
- Prioritize content creation (owned and earned) ensuring Rugby Canada core communications requirements are being met
  - 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, Olympic Games, Pan Am Games, Commonwealth Games and test and exhibition matches for national 15s teams including Rugby World Cup
  - 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

## REQUIRED SKILLS & QUALIFICATIONS

- 1-2 years communications experience in the sport, event or related industry
- A degree in marketing, communications, or related field
- Experience writing for media/public consumption
- Bilingual in English and French considered an asset
- Strong knowledge of design software including InDesign, Illustrator and Photoshop
- Familiarity with Word Press
- Experience in Microsoft products (Excel, Word, PowerPoint, Outlook)
- Experience and knowledge of video capture and editing

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- 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 [media@rugby.ca](mailto:media@rugby.ca). Only those candidates selected for an interview will be contacted.

The deadline for applications to be received is 5:00pm PT on Friday, June 4<sup>th</sup>.

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