



## RUGBY CANADA JOB DESCRIPTION

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**Title:** Coordinator, Marketing & Promotions  
**Type of Position:** Full time/Salary  
**Location:** Vancouver, BC/Remote work an option  
**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 Vancouver office in Downtown Vancouver or remotely, the Coordinator will facilitate the daily operations of Rugby Canada's marketing and promotions requirements and lead Rugby Canada's day to day marketing initiatives. The primary function of this role is to lead the application of marketing principles to the promotion of Rugby Canada events and teams, and for the promotion of Rugby Canada programs, clinics, memberships, and merchandise, through owned, earned and paid media.

Working in close collaboration with three team members within the Marcomms department and other internal departments, the Coordinator will assist in increasing the overall visibility of Rugby Canada, its events and the growth of the game in Canada through marketing, promotions and sales efforts. The position will include management of social media, website, and email content in addition to supporting match and tournament day activations home and abroad. Ideal candidates will have a strong understanding of sports and entertainment, a foundation in marketing and communications, a desire to communicate with fans and customers, and the ability to produce creative and innovative content that drives engagement with the brand.

### 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





## RESPONSIBILITIES

- Assist leadership in the development of a brand position and a consistent brand message through all internal and external forms of communication, including digital media and content, game operations, events and fan communications
- Support the development of departmental publications (Newsletters, brochures, flyers, E-blasts, Sales Sheets, Recruitment tools, Scripts, Videos and other forms of communication)
- Ability to plan, write and execute email marketing campaigns
- Coordinate all salesforce and ticketing promotions, and work to increase performance and profit
- Monitor and analyze marketing promotion results to determine effectiveness of each promotional campaign
- Help maintain and update all Rugby Canada social platforms and pitch content ideas
- Comfortable creating and executing a calendar for social media, email marketing and website updates, that includes at minimum the campaigns for ticket sales initiatives, partner obligations, merchandise sales, TV broadcast tune-in details, and community and rugby development stories and opportunities.
- Create and execute social media contests and promotions
- Assist writing and editing features
- Perform research on popular trends
- Assist conducting interviews with players and coaches at Canada Sevens Tournaments
- 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

- 1-3 years' experience in marketing, promotions and/or ticket sales preferred in the sport, event or related industry
- A degree in marketing, communications, or related field
- Strong understanding of the traditional marketing mix of the four P's( Product, Price, Promotion and Place) and the additional four P's (Planning, Packaging, Positioning and Perception)

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- Strong interpersonal skills and excellent written and oral communication skills
- Strong planning and organizational skills with demonstrated ability to manage multiple tasks, set priorities, and meet deadlines.
- Strong copywriting skills and the ability to communicate
- Experience with social media platforms including Facebook, Twitter, Instagram, YouTube, LinkedIn, and TikTok
- Familiarity with Word Press, Campaigner and Microsoft products (Excel, Word, PowerPoint, Outlook)
- Knowledge of design software including InDesign, Illustrator and Photoshop considered an asset
- Experience and knowledge of video capture and editing
- Bilingual in English and French considered an asset
- Ability to collect and analyze data and develop strategic insights
- Knowledge of the sport of rugby both in Canada and abroad an asset
- 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
- Must be flexible with a high sense of accountability and responsibility. 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 evenings and 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 Friday, January 14<sup>th</sup>.

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