

## MARKETING & COMMUNICATIONS COORDINATOR

### ABOUT US

viaSport BC (viaSport) is an independent not-for-profit organization and a legacy of the Vancouver 2010 Olympics and Paralympic Games operating as the provincial government's lead agency responsible for promoting and developing amateur sport in British Columbia.

viaSport's purpose is to lead the development and growth of amateur sport in BC by working closely with the Ministry of Tourism, Arts, Culture and Sport to steward the provincial government investment in amateur sport. It works directly with [viaSport Designated Sport Organizations](#) in BC to build a stronger more effective sport system, while striving to work collaboratively with all stakeholders to build public trust and confidence in amateur sport."

viaSport is proud to be an equal opportunity employer. We recognize that a diverse work force is critical to accomplishing our vision and are committed to fostering a culture of inclusion where all employees are supported to reach their potential. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status or disability. viaSport welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

### JOB SUMMARY

Reporting to the Marketing & Communications Manager, the Coordinator is a reliable and valued member of the marketing and communications team. Through collaboration with the team, the Coordinator makes an impact by contributing to both online and offline communications and marketing efforts.

Acquiring new, and using prior, insights in marketing and communications, they effectively utilize traditional approaches while incorporating up-to-the-minute best practices to support effective communications to the BC sport sector.

ViaSport has recently operationalized a new charity to support amateur sport in BC, called Level the Field. The marketing and communication team, in addition to supporting viaSport's efforts, also supports the efforts of Level the Field. The Coordinator will work on the charity and charitable fundraising initiatives as well.

### PRIMARY RESPONSIBILITIES

1. Marketing and Communications
  - o Act as a brand champion, ensuring consistency and accuracy across all internal and external communications within scope
  - o Assist with and contribute to targeted internal and sector messaging initiatives and projects
  - o With guidance and direction, contribute to and write various materials for digital and traditional channels including newsletters, news stories, articles, social media content and messages, and collaborate in compiling factsheets, presentations and reports
  - o Prepare and disseminate stakeholder communications including newsletters and surveys

- Manage all social community outreach and assist with external inquiries
- Compile reports on engagement using a variety of tools (e.g., website analytics, media monitoring), and use this data to enhance digital approaches in real-time
- Conceptualize and develop audience-first creative content in various formats (digital and traditional), including: multimedia and web, photo and video, and/or other communication
- Support in the creation of design work as needed, utilizing UX/UI best practices
- Maintain contact lists

2. Other duties as assigned.

- Collaborate with the marketing and communications team in creating communications and marketing plans, and maintain relationships with key stakeholders and suppliers
- Effectively adhering to budgets
- Any other duties as assigned within the scope of the role

## QUALIFICATIONS AND COMPETENCIES

- Post-secondary in digital communications, communications, marketing or other relevant discipline, or an equivalent combination of education, training and expertise
- 2-3 years of combined experience in communications and/or marketing
- Some familiarity or comfort utilizing communication tools like MailChimp, GA4, Looker Studio, Canva, etc., would be beneficial
- Experience with amateur sport is considered an asset, but not required
- Experience with charitable or fundraising efforts or organizations considered an asset, but not required

● Sport Knowledge:

- Basic knowledge or interest in sport, an asset
- An understanding of the sport landscape and governance structures of sport in BC considered an asset, but not required

● Communication skills:

- Effective verbal and written skills for conveying information clearly.
- Ability to listen to deepen understanding.
- Written and oral communication skills in English usage, spelling, editing, grammar and punctuation

● Interpersonal skills:

- Ability to connect with individuals and build rapport.
- Works well with a team, but also sets and attains individual goals
- Has a customer-service attitude
- Consistently exercises discretion and strategic thinking around complex subject matter
- Appreciates humour and loves a good story
- Displays a passion for making a difference in the amateur sport sector in BC

- Shares in viaSport's commitment to diversity, equity, inclusion, anti-racism and reconciliation.
- Is open to and willing to increase knowledge and skill in areas related to work (i.e. fundraising and charity marketing and communications)
- Analytical skills
  - Uses data and critical thinking to recognize trends, support informed decisions and advance solutions.
  - A growing understanding of marketing and communications evaluation, including tradition and social/digital media strategy, optimization and evaluation.
- Project Management
  - Ability to set objectives and create clear, actionable plans.

#### WORKING ENVIRONMENT

- Hybrid work arrangement at home and at the office location: 1351-409 Granville Street, Vancouver.
- Full-time (37.5 hours per week) – with flexibility to work evenings and/or weekends on occasion as required.
- Salary range between \$53,000 and \$58,000 annually based on experience.
- Compensation package also includes comprehensive health benefits program, RRSP match (up to 3%), and 3 weeks vacation within the first year.
- Employees are subject to [viaSport policies](#) and will be required to complete a Criminal Record Check prior to confirming employment.

#### APPLICATION

To apply, submit your resume and cover letter to [info@viasport.ca](mailto:info@viasport.ca). Anticipated start date is March 23, 2025.