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# JOB ADVERTISEMENT

## Coordinator, Marketing and Communications

Speed Skating Canada

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*"To Challenge and Inspire Canada to Thrive through the Power of Speed Skating"*

Speed Skating Canada (SSC), the national governing body for the sport of speed skating in Canada, is looking for an enthusiastic individual for the position of Coordinator, Marketing and Communications. **The successful candidate will play a critical role in achieving Speed Skating Canada's strategic priorities as they relate to building the profile of speed skating in Canada through enhanced marketing and communications practices that raise awareness of the sport and inspire participation and retention.**

### Key Responsibilities

Under the direction of the Manager, Marketing and Communications, the Coordinator, Marketing and Communications provides support to the SSC Strategic Plan as it pertains to marketing, communications, and events.

#### Marketing

- Assists with the creation, scheduling and publication of content and campaigns for the Speed Skating Canada website and social media channels
- Acts as primary editor of the public-facing SSC newsletter by coordinating content, design, and distribution
- Oversees the design, production and distribution of branded assets and merchandise, and manages the day-to-day relationship with the supplier of SSC's online store
- Supports provincial/territorial and club implementation of national marketing initiatives

#### Communications

- Monitors the organization's general email inbox and directs inquiries to the appropriate staff member
- Supports SSC staff in the development and distribution of communications related to various projects and initiatives
- Actively participates in SSC's media relations efforts, including writing news releases, coordinating media logistics and responding to media requests
- Assists in the production and distribution of publications including the SSC Annual Report

- Maintains a database of external awards and grants available to Speed Skating Canada and its members and develops applications for submission
- Coordinates the execution of the annual SSC Awards program, including the nomination, selection, and presentation processes
- Supports the collection and management of SSC digital assets

### Events

- Provides planning and on-site support for events hosted by Speed Skating Canada and/or its members, including but not limited to:
  - Domestic and international competitions
  - Festivals and open houses
  - Athlete tours and appearances
  - Media availabilities
  - Online engagement opportunities

### Qualifications

- Post-secondary education in business administration, communications, or marketing
- A minimum of one year experience in a similar role
- Strong organization, interpersonal and communication skills
- Advanced computer skills, including the Microsoft Office suite, social media and web management platforms, email marketing applications and Adobe Creative Suite
- An ability to communicate fluently (both written and oral) in French and English
- A passion for and knowledge of Olympic sport

### Work and Travel

The Coordinator, Marketing and Communications will primarily work at the Maurice Richard Arena in Montreal or the House of Sport in Ottawa. Occasional travel and weekend work will be required to attend meetings and events.

### To Apply

To further explore this opportunity, please submit your resume and cover letter to the contact listed below. **The application deadline is Sunday, July 31, 2022.**

- Only candidates who submit both a resume and cover letter by the deadline will be considered for interviews.
- Speed Skating Canada is an equal opportunity employer that welcomes diversity in the workplace and encourages applications from all qualified candidates, including people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.
- We thank all applicants for their interest, however, only those selected for an interview will be contacted.

## **CONTACT**

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