



## **Manager, Communications and Sports Partnerships – Job Description**

The Manager, Communications and Sport Partnerships is responsible for providing effective support to AthletesCAN staff, Board, members, alumni and volunteers; management of AthletesCAN administration, programs and services; communications; and events.

**The Mission of AthletesCAN is to unite and amplify the voices of all Canadian national team athletes**

The Manager, Communications and Sport Partnerships will fulfill the following roles:

### **Ambassador**

- Represent AthletesCAN in a professional manner at public functions such as conferences, receptions, Forums, meetings, and various engagements, as designated by the president or a designee.
- Flexible with travel throughout the year to maintain efficient and effective communication with partners, staff, and volunteers.
- Collaborates with staff and board members in positioning AthletesCAN to key stakeholders, as an internationally recognized leader in representing the voice and rights of Canadian athletes.
- Is an official representative of AthletesCAN and as such is discreet, sensitive, displays sound judgement and is tactful in amplifying the Canadian athlete voice.
- Reaches out to influencers and media to promote AthletesCAN across a National and Global platform
- Be familiar with the organizational structure, general policies and procedures of AthletesCAN in order to direct inquiries to the applicable resource person

### **Advocate**

- Works with the Manager of Operations and Athlete Relations to understand and represent the opinions and concerns of Canadian high-performance athletes to partners and stakeholders.
- Works with the Board of Directors/senior leader on the development and implementation of leadership activities including preparation of written materials, leading meetings and presentations,
- Manages AthletesCAN projects by engaging sport system partners and communicating progress actively to association stakeholders.

### **Team Player**

- Supports and fosters an environment of teamwork with staff members and across committees, working groups, and with sport system partners to ensure a collaborative approach.
- Establish and maintain strong relationships with service providers, partners and AthletesCAN volunteers and staff.

- Responsible for effective, timely communication of information to and from these individuals and is discreet, sensitive and tactful in performing these functions.

### Communication

- Responsible for effective, timely communication of information to AthletesCAN members, Partners, and stakeholders
- Coordinate distribution of materials and activation campaigns to the membership, sport partners and other relevant groups.
- Create internal protocols and initiatives to foster member communication and to ensure effective and timely member input
- Manage and administer all external communication strategies and services to further organizational goals.
- Respond to athlete inquiries with appropriate information and resources.
- Manage and report on the regular review and evaluation of communication strategies and services.
- Engage actively with Board of Directors, Executive and HR committee.
- Serve as staff lead on Board of Director Committees related to position.

### Marketing & Social Media

- Develop and implement cost effective marketing, social media and branding strategies.
- Prepare and deliver press releases, social media posts & content, arrange media highlights and coordinate with contractors to deliver key marketing projects.
- Oversee the improvement and management of online resources to ensure consistency with AthletesCAN branding, including website maintenance and database management.
- Author and deliver a recurring newsletter outlining current issues of interest
- Develop, acquire and manage materials as required to promote AthletesCAN.
- Market and deliver activation campaigns to increase brand value of AthletesCAN.
- Leverage campaigns for additional partnerships or business development opportunities.

### Programs & Services

- Manage administrate and execute on an ongoing basis the following programs and events:
  - Ambassador Program
  - Activation Campaigns
- Manage, administrate and execute on an annual basis the following programs:
  - Forum & AGM
  - Canadian Sports Awards
- Recommend procedures and policies related to programs and services to the Board.
- Ensure sponsorship programs and relationships are effective and that appropriate information is made available to members and the public.
- Manage all sponsorship and strategic partnership activities, including communication

### Strategic Partnerships

- Where assigned and with the oversight/assistance of the Board or a committee thereof, ensure appropriate sponsor servicing features are in place to further the sponsorship objectives of AthletesCAN for new and existing partners.
- Where assigned and with the oversight/assistance of the Board or a committee thereof, manage the development and review of sponsorship strategies and opportunities.

### General Operations

- Contribute to the implementation of the priorities of AthletesCAN as determined by the Board and as outlined in the Strategic Plan/Operations Plan.
- Participate in the preparation of Board Meetings Material.
- Contribute to policy and strategy initiatives where required.
- Develop and propose project budgets to deliver key projects and activation campaigns for Manager of Athlete Relations and Operations approval.
- Manage and report operational budgets.

### Administrative Operations

- Manage the database of AthletesCAN and all associated mailing, information and communication lists
- Responsible for adapting to change, being proactive and moving projects quickly as they occur and/or evolve.
- Answer and direct incoming calls, take messages, and locate team members (Board or otherwise) as required.
- Assemble information as required to send/receive mail, courier packages and deliveries.
- Provide technical and administrative support where appropriate and as assigned.
- Contribute to planning and delivery of events and activities.
- Process relevant correspondence, meeting minutes, filing, shipping & reports.
- Manage student intern placements.

### Level of Reporting and Function

- Reports to the President of the Board or a designee.
- Works with contractors as required and service providers on ongoing basis.
- Communicates with partners, supporters, and sponsors on ongoing basis.
- Works with Association members and Canadian athletes directly.