



## **WRESTLING CANADA LUTTE MARKETING & COMMUNICATIONS MANAGER**

### **ABOUT WRESTLING CANADA LUTTE:**

Wrestling Canada Lutte (WCL) is the national sport governing body for Olympic style wrestling in Canada. Working in collaboration with our partners, WCL supports the development and growth of wrestling in Canada. Among its responsibilities, the association selects and prepares Canada's teams that participate in international competitions including Continental Championships, World Championships and major multi-sport Games (ie. Olympic Games).

### **THE POSITION:**

WCL is seeking a Marketing & Communications Manager (MCM) who has a true passion for Olympic sport and a proven track record in the field of marketing and communications. As a member of the WCL team, the MCM will work in close collaboration with the Executive Director (ED) and in concert with WCL staff members, and the broader WCL community to deliver WCL's marketing and communications activities. More specifically, the MCM is responsible for developing and executing WCL's marketing, communications, website and social media programs, and related initiatives that support WCL's goals and strategic activities.

### **LOCATION:**

The position is based in Ottawa at the National Office (with some consideration for remote work).

### **WORKING CONDITIONS:**

This is a full-time position with an available benefits package. Ability to work weekends and evening hours is expected given the nature of the position. Some travel will be required for successful delivery of responsibilities.

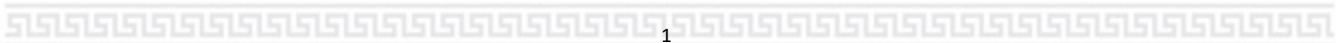
Salary will be commensurate with experience and the Association's budget.

### **ORGANIZATIONAL SCOPE:**

The MCM has the authority to act and take measures that are necessary in the daily operation of the association's marketing and communication programs within the parameters of approved policy and the annual operating budget for the Association.

### **REPORTING STRUCTURE / SUPERVISION:**

The MCM reports and is accountable to the ED. The MCM also liaises closely with WCL's web and graphic designers, other WCL staff, athletes, coaches, stakeholders and WCL's Advisory Committees. The MCM may have a supervisory role with intern, as applicable.





## **KEY RESPONSIBILITIES:**

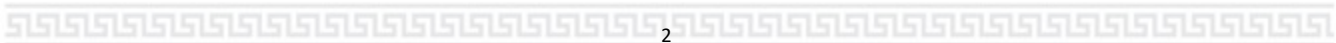
### **1. Marketing & Sponsorship**

- Develop a comprehensive marketing strategy (including budget) and manage its implementation and evaluation in alignment with WCL's strategic plan
- Develop and execute a comprehensive content and editorial content plan to be integrated within a broader marketing & communication strategy
- Content development and management of WCL's digital content strategy
- Ensure brand standards of WCL, its partners and sponsors are reflected in all marketing and communications activations
- Oversee development, implementation and fulfillment of WCL's sponsorship strategy
- Support existing partners and sponsors and actively engage with new sponsor and partnership opportunities
- Develop and organize special promotional and fundraising activities and online merchandising to ensure dynamic engagement with WCL community and broader public
- Oversee distribution of WCL's National Team uniforms
- Lead staff on WCL's Marketing & Communications Advisory Committee
- Lead staff on WCL's Alumni & Recognition Advisory Committee

### **2. Communications**

#### General:

- Develop a comprehensive communications and social media strategy (including budget) and manage its implementation and evaluation in alignment with WCL's strategic plan
- Design, support and oversee cross-functional communications through the Association (internal, external, corporate, sport promotion, etc.)
- Design, compose, and distribute all WCL publications including newsletter, event programs, media kits, presentations, etc. with support from WCL graphic designers and contractors
- Organize press conferences and other media activities for WCL and National Team programs
- Prepare bios, media guide, scripts for major events and other press materials as required
- Compose and manage press releases, speaking notes, articles, and email marketing
- Manage and develop relationships with media, including maintaining a related database / contact list
- Oversee translation of internal documents and communication and any external translation requirements
- Coordinate and provide training and support to athletes, coaches and staff on social media, including guidelines for content





Website & Social Media:

- Develop, manage and update all online content on WCL website (WordPress), including video, photo and other digital content
- Develop, manage and update all WCL social media platforms (Facebook, Twitter, Instagram, YouTube, etc.), including video, photo and other digital content
- Manage digital analytics and provide reports on web and social media metrics measuring against objectives and recommendations for ongoing strategy
- Regular review of website functionality, with support from WCL web designers and contractors
- Troubleshoot website issues as they arise, with support from WCL web designers and contractors
- Oversee and organize the archiving of WCL's content and documentation

Events:

- Manage and lead the development and execution of WCL's marketing and communications strategies for WCL sanctioned events (e.g. Championships, Trials, etc.)
- Develop promotional activities for national and international events
- Take on the role of media attaché for WCL where applicable and participate in meetings and events related to this role
- Collaborate with any event specific attachés assigned to WCL events

**3. Other Duties:**

- Liaise with other WCL staff on communication of WCL Safe Sport activities
- Develop, implement and monitor systems and procedures necessary for seamless operations of the marketing, communications, website and social media programs and its activities
- Keep informed of developments in the areas of marketing, communications, social media, etc. and use this information to help the Association meet its goals and objectives.
- Perform other duties as required

**EDUCATION, EXPERIENCE and SKILLS:**

- Post-secondary education in Marketing, Journalism, Communications, Public Relations, or related field
- 3-5 years relevant experience working in a sport-related environment
- Knowledge of the Canadian sport system and stakeholders is an asset
- Knowledge of social media and digital marketing principles, current practices and digital analytics tools
- Proven ability in various communications platforms, including media and public relations, website, social media
- Superior verbal, written and presentation skills



- Exceptional organizational and time-management skills, with the ability to balance conflicting priorities in order to manage workflow and deliver on objectives and performance targets and meet deadlines.
- Strong communication and interpersonal skills, with the ability to lead and take initiative when addressing challenges
- Ability to analyze and think critically
- Strong work ethic and commitment to teamwork and attention to detail
- Motivated, self-disciplined, personable and enthusiastic
- Ability to work and thrive in a fast-paced environment, both as a team member and autonomously, with minimal supervision
- Bilingualism (English/French) is strongly desired

*NOTE: The job description is not to be considered as exclusive or exhaustive. It is intended as an outline of the position's responsibilities and may evolve and be amended with the changing needs of the Association.*

**HOW TO APPLY:**

If you believe you have the required qualifications and have a passion for sport, please submit your resume, covering letter, and salary expectations, in confidence, to the Executive Director ([tamara@wrestling.ca](mailto:tamara@wrestling.ca)) by June 1<sup>st</sup>, 2021. Please indicate "MARKETING & COMMUNICATIONS MANAGER" in the subject line of your email.

This application deadline may be extended at the discretion of WCL. We thank all candidates in advance. However, only qualified candidates will be contacted and invited to interview in June 2021. Candidates would ideally be able to begin duties June 21<sup>st</sup>, 2021 or sooner.

*Wrestling Canada Lutte is committed to fostering fair, inclusive and equitable environments. WCL is an equal opportunity employer and actively seeks qualified individuals from under-represented groups in Canada with demonstrated skills, knowledge and experience and encourages applications from all qualified candidates.*

*THIS POSITION IS MADE POSSIBLE WITH FINANCIAL SUPPORT FROM THE GOVERNMENT OF CANADA.*