



Job Description

Coordinator, Communications and Marketing

Responsible to the Communications Manager, the Communications & Marketing Coordinator will lead and support communications, marketing, sponsorship and fundraising initiatives. The Communications & Marketing Coordinator will collaborate with Communications Manager, CEO and other program leads as needed with a highlighted priority on communications, social media and marketing.

The Communications and Marketing Coordinator will be responsible for the following:

- Provide general assistance to the Communication Manager in the preparation and execution of digital content including articles, videos, photos, etc.
- Lead activation, marketing and fundraising initiatives in the field hockey community.
- Create and share Field Hockey Canada content via social media channels, including the coordination, tracking, administration, scheduling, and analysis of web content.
- Maintain and manage social media platforms including Facebook, Twitter, Instagram, YouTube, etc.
- Support the coverage of events including domestic national championships and international competitions (World Cup, Commonwealth Games, Pan American events).

The Communications and Marketing Coordinator will be:

- A good communicator – Good inter-personal skills are key. The ability to interact directly and effectively with partners is important, as is a good sense of written communication.
- Computer savvy – In addition to the daily technical necessities like e-mail, word processing, and spreadsheet manipulation, the Communications and Marketing Coordinator should also have experience with current technologies including cloud based service and creative software.
- Organized and a multi-tasker – Being able to stay on top of a multiple projects at a time and not falling behind is important in this role.
- Creative – You should enjoy telling creative and impactful stories. You should have experience writing news and sports stories.
- Experienced in shooting and editing photo and video is an asset.